

Role Description

Communication Officer



Title	Communication Officer
Classification/Grade/Band	Band 3 Level 2
Group/Unit/Section	Community and Recreation Services / Communications, Marketing and Customer Engagement / Communications and Engagement
Reports to	Team Leader Strategic Communications

Vision

A vibrant organisation doing great things.

Purpose

To provide valuable services that strengthen and support the Central Coast Community.

Values

Decisions, actions and behaviours are governed by our Corporate Values; Be Safe, Serve, Collaborate, Improve, Be Your Best and Be Positive. All employees have a responsibility to uphold and champion these values.

Primary Role Statement

In contributing to the overarching vision and purpose, the role of Communication Officer is responsible for the provision of high quality communication and public relations for key projects and initiatives to internal and external audiences to maintain and improve Central Coast Council's (CCC) reputation.

The position of Communication Officer is required to provide quality customer service and create value for the community.

Key Duties and Responsibilities

- Keep abreast of best practice communication strategies and actively build on innovative approaches to ensure adaptability within the business environment;



- Support the delivery of sustained public relations campaigns to meet objectives, deadlines and within allocated resources and evaluate their effectiveness;
- Provide specialist advice to stakeholders on all communication issues affecting CCC and supporting implementation of staff engagement initiatives undertaken across Council;
- Plan and implement annual communication campaigns, including the coordination of one or more communication channels whilst working within a reputation management framework;
- Liaise directly with local and metropolitan media to achieve positive outcomes for CCC's reputation and consistently adhere to and promote the CCC brand and corporate style;
- Consistently adhere to and promote the CCC brand and corporate style;
- Effectively monitor the views of the local community and other stakeholders, evaluate communication activities and provide feedback to CCC, whilst actively encouraging community interest in CCC issues and activities through development and utilisation of feedback processes;
- Accurately plan, prepare and construct a wide range of CCC material including newspaper columns, media statements, display advertisements, brochures, fact sheets, briefing notes, speech notes, and undertake digital communication activities such as uploading eNews, social media, website and intranet copy;
- Perform any other duties, tasks or projects the employer may assign, having regard to the incumbent's skills, training and experience.

Authority and Accountability

- Take care of your own health and safety and that of others. Comply with any reasonable instructions and apply Council's Safe Systems of Work consistent with the Responsibilities, Authorities and Accountabilities of your role;
- Policy and procedures are readily available but the Communication Officer is required to choose the appropriate processes. Unusual problems may be referred for clarity of policy or direction;
- Decisions made by the Communication Officer affect the work and activities of others within the section or from a specific project team;



- The work of the Communication Officer influences the community within a specified service line through the application of technical skill or application of regulatory requirements;
- The Communication Officer complies with operational requirements in cooperation with or under the supervision of other employees. Other employees or members of the public may be affected by the employee's acts or omissions;
- The Communication Officer identifies requirements as an input to budget development;
- Look for ways to save costs. Be conscious of budget constraints and be aware of cost implications of own actions within own work area.

Personal Attributes

- Be adaptable, flexible and focused when dealing with change;
- Represent Council honestly, ethically, professionally and lead by example;
- Be committed to achieving work goals and maintains motivation when tasks are challenging and actively seek feedback from colleagues and stakeholders;
- Be responsive to the input of others and works to understand their perspectives.

Interpersonal Skills

- Listen to others and asks appropriate, respectful questions and adapts behaviour accordingly;
- Support and promote a culture of quality customer service identify and respond quickly and provides solutions to meet customers' needs;
- Build a supportive and cooperative team environment, share information and learning across teams and solve issues and challenges in collaboration with others;
- Respond to conflict without inflaming the situation and knows when to refer to a supervisor for assistance and/or withdraw from a conflict situation.



Business Enablers and Technical Skills

- Complete tasks to agreed budgets, timeframes and standards without guidance and contribute to the allocation of responsibilities and resources to ensure achievement of team goals;
- Understand the team/ unit objectives and responds proactively to changing circumstances and adjust plans and schedules when necessary;
- Identify issues that may impact on task completion and provides appropriate solutions;
- Understand delegations and act within authority levels;
- Exercise fiscally responsible behaviour and remain up to date with financial delegation processes;
- Support system improvement initiatives and embrace new technologies;
- Purchase under delegation and comply with procedures;
- Understand project goals, action tasks and expected outcomes and identify and escalate project variances.

Team Work

- Recognise and acknowledge individual/ team performance;
- Monitor and use resources responsibly to achieve team objectives;
- Accommodate changing priorities and respond flexibly to uncertainty and ambiguity.

QUALIFICATIONS

Essential

- Degree qualification in Communications, Media, Marketing or related field OR demonstrated solid contemporary experience in a similar role, combined with ongoing professional development.



EXPERIENCE

Essential

- Extensive experience in media relations, public relations communications and marketing;
- Demonstrated experience providing political advice, corporate communications and working with the media;
- Demonstrated experience in developing and managing a broad range of communication projects with defined objectives and deadlines.

Desirable

- Local government working experience with knowledge of the Local Government Act and other relevant legislation.

Key Relationships

Internal	External
Other Council employees (not including direct reports)	Community
Senior Management	Businesses
Councillors	Media
Internal business partners	Key program partners

