

Communications Officer Position Description

1. POSITION SUMMARY

Job Title:	Communications Officer
Position No:	1030.000 (Job Share)
Department:	General Manager's Office
Reports to:	General Manager
Band and Level:	Professional Band (Band 3), Level 1
Grade:	40
Updated:	November 2018

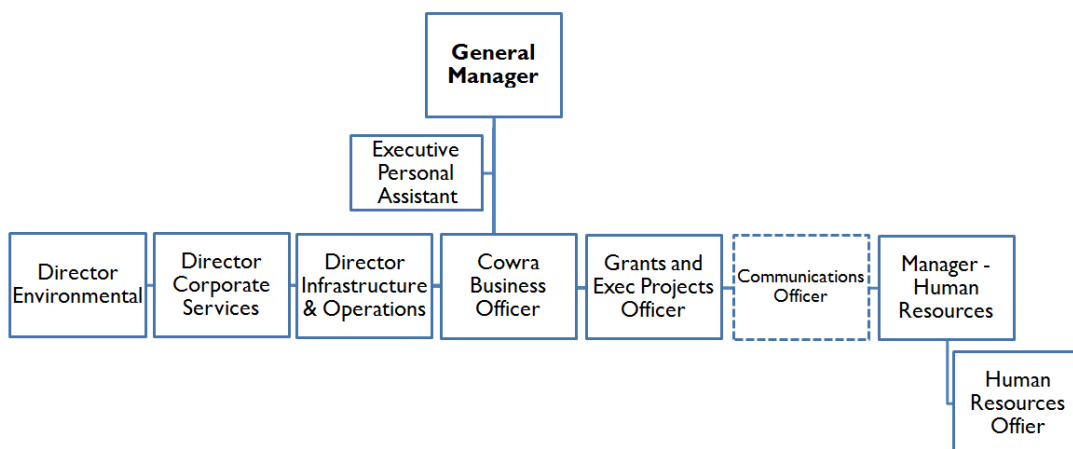
2. OVERVIEW

The primary objective of the Communications Officer is to ensure that the image and reputation of Cowra Council is maintained and enhanced as an efficient, effective, responsible and responsive organisation through high quality communications.

Working across all departments of Council and with elected Council representatives, key aspects of this advisory role include:

- building and maintaining a strong internal culture and a positive corporate and community image
- ensuring the production of high quality Council publications
- developing and maintaining good relationships with all stakeholders

The Communications Officer works closely with the Mayor, Councillors, General Manager, and Department Directors. The role communicates on a daily basis with external and internal contacts and is responsible for the corporate and community image of Council.



3. RESPONSIBILITIES AND DUTIES

The duties and responsibilities listed here are considered essential to achieving the primary objectives of this position. These duties will be undertaken in such a manner that will enable the section to operate in an effective and efficient manner and within budgetary constraints.

- Build relationships and establish positive working partnerships with media and other key stakeholders to optimise positive media coverage and community engagement.
- Lead the development of high-quality, accurate and timely media and communication services to internal and external stakeholders.
- Research, write, distribute and evaluate a range of media items, including media releases, newsletters, community announcements, media responses, speeches and briefing notes for Council spokespeople.
- Develop and coordinate the delivery of media relations and communications strategies for Council.
- Manage the process of approval, placement and payment of Council's advertisements and public notices
- Lead the Management and Executive team (MANEX) to develop project specific communication and engagement plans for a range of initiatives
- Create and maintain an active Council presence through mainstream and digital media.
- Prepare and deliver high quality marketing collateral and stakeholder communications including print, electronic and social media.
- Monitor media environments, advising key staff and stakeholders of emerging issues with the potential to impact on Council.
- Manage all Council brands ensuring all materials utilise the approved Council branding.
- Maintain and review an engaging and effective website that promotes Council's business objectives.
- Manage Council's sponsorship program.
- Perform out of hours work as required, including attending Council meetings, and other community and council events.
- Other duties that may arise at the direction of the General Manager that are consistent with the level of competencies of the positions.
- Ensure all appropriate actions are taken to implement Council's Work Health and Safety (WHS) System and relevant WHS legislative requirements within area of responsibility.
- Provide input to enhance the General Manager's Office operations.
- Perform allocated duties utilising initiative, making positive contributions to work quality, productivity, and to work to a timetable, in a cost effective manner.
- Attend relevant conferences, workshops, meetings or training sessions as required for the proper fulfilment of the duties for the position.
- Act in accordance with Council's Code of Conduct, Anti-Discrimination Policy and other policies as advised.
- Maintain a sound knowledge of current legislation, standards, policies and guidelines relevant to area of responsibility, and ensures that activities comply with relevant legislation, standards and policies.
- Communicate known problems/issues, including but not limited to: hazards, risks, incidents, accidents and near misses in a timely manner to direct supervisor.

4. KNOWLEDGE, SKILLS AND ABILITIES

- **Authority and accountability:** Provides specialised/technical services to complete assignments or projects in consultation with other professional staff. May work with a team of technical or administrative employees requiring the review and approval of more complex elements of the work performed by others.
- **Judgement and problem solving:** Problems require assessment of a range of options having elements of complexity in reaching decisions and making recommendations. Precedent is available from sources within the employer, and assistance is usually available from other professional/specialist staff in the work area.
- **Specialist knowledge and skills:** Positions require considerable knowledge in a specific area with a sufficient level of skills and knowledge to resolve issues having elements of complexity that may not be clearly defined.
- **Management skills:** Positions at this entry level to the Professional/Specialist Band are not required to possess management skills.
- **Interpersonal skills:** Persuasive skills are required to participate in technical discussions to resolve problems, explain policy and reconcile viewpoints.
- **Qualifications and experience:** Professional/specialist positions require professional qualifications to apply theoretical knowledge to practical situations.

5. WORK, HEALTH & SAFETY RESPONSIBILITIES

All employees are responsible for Work Health and Safety (WHS) for Council and their duties include:

- Complying with Council's WHS policies and procedures.
- Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others.
- Reporting any potential hazards, incidents or injuries to their Supervisor and Human Resources within 48 hours.
- Participating in any applicable WHS consultation arrangements.
- Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace.
- Correctly using all personal protective equipment.
- Complying with emergency and evacuation procedures and site rules if applicable.

6. PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the required indoor duties of this job, the employee is regularly required to sit and use hands to input data and write. The employee is frequently required to talk or hear in person and on the telephone. The employee is occasionally required to stand, walk, and occasionally lift items up to 15kg. Specific vision abilities required by this job include close vision and the ability to adjust focus.

7. CONDITIONS OF EMPLOYMENT

Hours

Council's indoor staff work a 35 hour week in the basis of a nine day fortnight. Some variation in work hours may be required from time to time to ensure the efficient undertaking of the position.

This position is a Job Share position with hours divided between 2 Communications Officers.

Performance Appraisal

A performance appraisal will be undertaken on an annual basis utilising performance indicators and include formulation of a career path and training plan.

Policies and Procedures

The employee who occupies this position must comply with Council's Code of Conduct and all other policies and procedures that affect his or her employment.

All other conditions of employment are in accordance with the Local Government (State) Award.

8. ACKNOWLEDGEMENT

I, (Print Name) acknowledge that I have read and understand the duties, responsibilities and requirements of this position.

Sign:

Date:

<p><i>This is not a static document. Management reserves the right to review and amend this Position Description in consultation with the position holder as the need arises.</i></p>
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