Position Description
Media Officer

Directorate	Corporate and Governance
Location	Grafton
Classification	Grade 8
Date Position description approved	August 2019

Council overview

With a large geographical area of 10,441 square kilometres and a population of almost 52,000 the Clarence Valley local government area is the gateway to the north coast of NSW and within easy driving distance of the south east Queensland. Encompassing beautiful beaches, stunning hinterland and the mighty Clarence River, the Clarence Valley is the ideal place for balancing work, life and relaxation. Clarence Valley Council is on an important journey in becoming a customer focused organisation that provides quality services in an efficient way. We value our employees and provide a safe and collaborative work environment in which a highly motivated employee will succeed.

Council values

The acronym STRIVE describes the values and behaviours considered core requirements when we deal with each other and the community: Safe, Teamwork, Respect, Integrity, Value, Engagement.

Primary purpose of the position

The Media Officer provides the team with administrative and logistical support. Assist with communication plans, monitors Council's relationships with the media and supports the development of media releases, public presentations and media interviews. The role contributes to the development and implementation of strategies to raise Council's media profile, to positively influence Council's image and implement Council's communication strategy in the community.

Key accountabilities

- Support the development of media releases, public announcements and presentations and media interviews enhancing Council's image in the community and to effectively promote Council and its services.
- Respond to enquiries from internal and external stakeholders relating to media events, issues and content, and monitor and inform on community feedback
- Monitor and evaluate Council's media strategy to ensure that Council's communications are effective, targeted, innovative and credible, in line with the Communication plan and strategies.
- Build and foster a network of relationships with local, metropolitan and specialist media to create and maintain a positive image of Council.
- Monitor, provide advice and implement digital media and communication technologies including video.
- Provide administrative and logistics support to the Community and Industry Engagement team and contribute to the creation of Council's media and marketing collateral.

Key challenges

- Ensuring communications content meets council and community expectations, whilst remaining innovative, creative and current.
- Managing work priorities effectively and completing multiple projects within required timeframes and to agreed standards.
- Developing collaborative working relationships and an effective network of both internal and external stakeholders to support and facilitate effective project management and implementation.

Key internal relationships

Who	Why
Coordinator Community and Industry Engagement and Industry and Engagement Officer	- Receive guidance and provide regular updates on key projects, issues and priorities. - Identify emerging issues/risks and their implications and propose solutions.
Community and Industry Engagement Team	Support collaboration and ensure key tasks are completed and partners are aware of their accountabilities for the timely delivery of project outcomes.

Key external relationships

Who	Why
Media and the general public	- Provide advice on communications related matters. - Report and provide updates on project progress.

Key dimensions

Decision making

The role makes decisions and acts within Council core values, ethical standards, strategic plans and priorities, legislative and regulatory frameworks and policies, delegations, agency policy and procedural frameworks and guidelines.

Reports to

Industry and Engagement Officer

Direct reports

Nil

Estimated number of indirect reports

Nil

Essential requirements

Tertiary qualifications in public relations, communications or other relevant discipline or equivalent relevant industry experience.

Current Drivers Licence.

Capabilities for the role

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: "how we do things around here". It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce. The Local Government Capability Framework is available at https://www.lgnsw.org.au/capability.

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

Local Government Capability Framework		
Capability Group	**Capability Name**	**Level**
Personal attributes	Manage Self	Intermediate
	Display Resilience and Adaptability	**Intermediate**
	Act with Integrity	Intermediate
	Demonstrate Accountability	Intermediate
Relationships	**Communicate and Engage**	**Intermediate**
	Community and Customer Focus	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
Results	**Plan and Prioritise**	**Intermediate**
	Think and Solve Problems	Intermediate
	Create and Innovate	Intermediate
	Deliver Results	Intermediate
Resources	Finance	Intermediate
	Assets and Tools	Intermediate
	Technology and Information	**Intermediate**
	Procurement and Contracts	Intermediate

Focus capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least at satisfactory level for a candidate to be suitable for appointment.

Local Government Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
Personal Attributes Display Resilience and Adaptability	Intermediate	• Adapts quickly to changed priorities and organisational settings • Welcomes new ideas and ways of working • Stays calm and focused in difficult situations • Perseveres through challenges • Offers own opinion and raises challenging issues
Relationships Communicate and Engage	Intermediate	• Focuses on key points and communicates in 'Plain English' • Clearly explains and presents ideas and technical information • Monitors own and others' nonverbal cues and adapts where necessary • Listens to others when they are speaking and asks appropriate, respectful questions • Shows sensitivity in adapting communication content and style for diverse audiences
Results Plan and Prioritise	Intermediate	• Participates constructively in unit planning and goal setting • Helps plan and allocate work tasks in line with team/project objectives • Checks progress against schedules • Identifies and escalates issues impacting on ability to meet schedules • Provides feedback to inform future planning and work schedules
Resources Technology and Information	Intermediate	• Shows confidence in using core office software and other computer applications • Makes effective use of records, information and knowledge management systems • Supports the introduction of new technologies to improve efficiency and effectiveness