

## POSITION DESCRIPTION

<b>Position Title:</b>	Communications Partner	<b>Position Code:</b>	6-CP
<b>Division:</b>	Strategy Partnerships and Engagement	<b>Grade:</b>	G
<b>Location:</b>	Dubbo/Wellington	<b>Hours/Week:</b>	35
<b>Reports to:</b>	Manager Corporate Image and Communications		
<b>No. Direct Reports:</b>	Nil	<b>No. Indirect Reports</b>	Nil

### Primary Purpose of Position

The Communications Partner is responsible for providing strategic advice and provision of communication services to a diverse range of internal clients including media management, digital communications, stakeholder engagement sponsorships and integrated communication marketing programs.

This position is also responsible for building effective relationships with internal and external stakeholders to ensure creative, insightful and measurable communication strategies and activities across the organisation.

### Key Accountabilities / Duties

Key Result Area	Primary Activities
Media Management	<ul style="list-style-type: none"> <li>• Provide an effective media management service to internal clients through a centralised media service, managing enquiries in accordance with the Media Policy and Protocols.</li> <li>• Provide strategic advice to internal clients on communications and stakeholder engagement, threats and opportunities, including providing insightful and appropriate approaches in response.</li> <li>• Prepare and disseminate information about issues to the community including media releases from Committee, Council meetings, and special projects.</li> <li>• Coordinate as required, major projects and campaigns to effectively manage media enquiries and media visits that support the positive promotion of Council and the region.</li> </ul>
Stakeholder Engagement	<ul style="list-style-type: none"> <li>• Seek out and fully understand the needs and requirements of internal clients and their customers, and tailor appropriate community engagement solutions in a manner which is client and customer focused.</li> <li>• Provide specialist media and communications advice to internal clients.</li> <li>• Lead the development of innovative tailored stakeholder engagement strategies and programs, including the clear identification of objectives and outcomes.</li> <li>• Design, develop and implement stakeholder surveys on behalf of clients.</li> </ul>

## Key Accountabilities / Duties

	<ul style="list-style-type: none"> <li>• Implement engagement programs in partnership with clients through events, briefings, online and traditional media.</li> <li>• Monitor engagement programs and provide direction and advice to clients on opportunities and challenges.</li> <li>• Monitor, evaluate and report on success of stakeholder engagement programs.</li> <li>• Support the implementation of major community engagement activities by Council relating to Council's Integrated Planning and Reporting Framework.</li> <li>• Provide input to the continuous improvement of community engagement practice across Council.</li> </ul>
Communication Marketing	<ul style="list-style-type: none"> <li>• Provide strategic advice and services to support integrated advertising and marketing plans and activities for clients programs, facilities, businesses and services.</li> <li>• On behalf of internal clients effectively brief graphic design and production request to the internal Graphic Design Officer.</li> <li>• Develop and implement paid media campaigns where required.</li> <li>• Develop communication materials including fact sheets, newsletters, digital content, signage, web articles, brochures and reports.</li> </ul>
Digital Communications	<ul style="list-style-type: none"> <li>• Support the effective management of timely and relevant content on behalf of clients via <a href="http://dubbo.nsw.gov.au">dubbo.nsw.gov.au</a>, <a href="http://www.dubbo.com.au">www.dubbo.com.au</a> and other key corporate websites.</li> <li>• Support the Digital Communications Partner in the effective management of social media across Dubbo Regional Council.</li> <li>• Support the effective capture and utilisation of video and photographic content to deliver desired communication outcomes.</li> </ul>
Regional and Corporate Image	<ul style="list-style-type: none"> <li>• Ensure delivery of multipurpose, high-quality and timely material that supports a positive corporate image across a range of platforms including media, web, social and publications.</li> <li>• Assist Ministerial visits, special events and civic events with communication planning and support.</li> <li>• Assisting with the provision of communication services and advice to the Mayor, Chief Executive Officer and Executive Leadership Team as required, including editorial, presentations, speech notes, background information, media briefings and media interview opportunities.</li> <li>• Support the effective implementation of corporate sponsorships in line with Council's Financial Assistance Policy and associated processes.</li> </ul>
Partnerships	<ul style="list-style-type: none"> <li>• Develop and maintain effective relationships with internal clients to deliver communications outcomes that support individual client needs and deliver on corporate communication needs.</li> <li>• Develop and maintain effective relationships with external stakeholders, and deliver communication services that support corporate and project objectives.</li> </ul>

### Key Accountabilities / Duties

	<ul style="list-style-type: none"> <li>• Work closely with the Customer Experience Branch to ensure that effective direct communications with the community are achieved, and that the branch is aware of significant communication activities or stakeholder engagement challenges or opportunities.</li> </ul>
Strategy and Policy	<ul style="list-style-type: none"> <li>• Provide input to the development of Council's Corporate Communications and Destination Marketing Strategy and Action Plans.</li> <li>• Support the delivery of actions and initiatives aligned to the Corporate Communications Strategy, Destination Marketing Strategy and Internal Communications Strategy.</li> <li>• Assist in ensuring consistent and integrated organisational-wide corporate image policies, support systems and processes.</li> <li>• Assist in the development of Council's Websites, Social Media, Corporate Image, Corporate Advertising and Corporate Media policies.</li> </ul>
Corporate Image and Communications Branch	<ul style="list-style-type: none"> <li>• Provide project and administrative support to the Manager Corporate Image and Communications as required, including invoicing.</li> <li>• Where required assist in the delivery of Branch activities or events.</li> </ul>

### Inherent Requirements of the Position

- A large majority of this role is office-based using computers and other electronic systems, therefore, an inherent requirement of this position is the ability to complete sustained periods of work sitting at a desk utilising computers, other electronic systems or other office-based equipment.
- Class C drivers licence.
- The occupant of this position will be required to travel between Dubbo and Wellington and operate out of Council's office or depot facilities as necessary.

### Selection Criteria

#### Essential

1. Diploma in Journalism, Communications, Marketing or related discipline or experience commensurate to the qualification.
2. Demonstrates excellent writing, proofing and editing skills.
3. Demonstrates excellent project management and organisational skills.
4. Excellent communication and interpersonal skills with the ability to work successfully as a member of a team or autonomously.
5. Experience working in a fast-paced media, communications, marketing or public relations role in a diverse organisation.
6. Ability to create and manage web content and social media.

#### Desirable

7. Experience in designing and implementing stakeholder engagement programs or activities.
8. Experience in media management including ability to facilitate positive media opportunities.

## Organisation Wide Accountabilities

Corporate Values	<p>All employees have a responsibility to uphold the values of Dubbo Regional Council being:</p> <ul style="list-style-type: none"> <li>• Progressive <ul style="list-style-type: none"> <li>○ Be Curious, Courageous and Committed</li> </ul> </li> <li>• Sustainable <ul style="list-style-type: none"> <li>○ Balanced Approach To Growth and Opportunity</li> </ul> </li> <li>• One Team <ul style="list-style-type: none"> <li>○ Working Together</li> </ul> </li> <li>• Integrity <ul style="list-style-type: none"> <li>○ Accountable For Our Actions</li> </ul> </li> </ul>
Work Health and Safety	<p>All employees are responsible for the Work Health and Safety (WHS) within Dubbo Regional Council, and their duties include:</p> <ul style="list-style-type: none"> <li>• Complying with Council's WHS policies and procedures.</li> <li>• Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others.</li> <li>• Reporting any potential hazards, incidents or injuries to their Supervisor or People, Culture &amp; Safety within 48 hours.</li> <li>• Participating in any WHS consultation arrangements.</li> <li>• Complying with any Return to Work Plan if injured, and supporting rehabilitation in the workplace.</li> <li>• Correctly using all personal protective equipment.</li> <li>• Complying with emergency and evacuation procedures and site rules if applicable.</li> <li>• The Chief Executive Officer, Directors (Officers), Managers and On-Site Supervisors have additional responsibilities as defined in the Dubbo Regional Council Work Health and Safety and Consultation Policy.</li> </ul>
Sustainability	<p>Staff will give equal priority to improving and enhancing Council's economic, social and environmental outcomes by integrating sustainability into all decision making processes. This includes continuously increasing efficiencies, reducing resource use, sustainable procurement, maintaining service levels and protecting our natural assets. It is expected that all staff can demonstrate awareness and participation in sustainable work practices.</p>
Code of Conduct and Equal Employment Opportunity	<p>Staff will, at all times, adhere to:</p> <ul style="list-style-type: none"> <li>• Council's adopted Code of Conduct.</li> <li>• Council's Anti-Discrimination, Harassment and Equal Employment Opportunity Policy to foster a fair and equitable workplace free of illegal discrimination, harassment and bullying behaviour.</li> </ul>

## Acceptance:

I, \_\_\_\_\_ confirm I have read and understood the Position Description. As the incumbent of this position, I agree to work in accordance with the requirements of the position and will abide by Dubbo Regional Council's policies and procedures.

I understand this Position Description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I acknowledge that the organisation, in response to changing priorities, may vary tasks and responsibilities from time to time.

Signature:

Date: