

**GILGANDRA SHIRE COUNCIL**  
**POSITION DESCRIPTION**

**PART 1: POSITION DETAILS**

|                                |                                       |
|--------------------------------|---------------------------------------|
| <b>Position Title:</b>         | Community Engagement Officer - Relief |
| <b>Grade:</b>                  | 14                                    |
| <b>Occupant:</b>               | Vacant                                |
| <b>Department:</b>             | Corporate Services                    |
| <b>Reports to:</b>             | Director Corporate Services           |
| <b>Direct Subordinates:</b>    | Nil                                   |
| <b>Number of Subordinates:</b> | Nil                                   |
| <b>Operating Budget:</b>       | N/A                                   |
| <b>Revenue:</b>                | N/A                                   |
| <b>Created:</b>                | 2017                                  |
| <b>Reviewed:</b>               | 28 June 2018                          |

**PART 2: POSITION PURPOSE**

- To promote Gilgandra by implementing strategies that improve the standard of living of the community through proactive programs that facilitate the continued development and promotion of the Shire by establishing and maintaining effective internal and external stakeholder relationships, and the ability to deal with a diverse range of people and groups.
- The position will be responsible for the way the Council engages and communicates with the community. It will explore and implement innovative community development and engagement initiatives ensuring that community capacity continues to be built in partnership with internal and external stakeholders.
- Functions will include but are not limited to media and public relations, facility and events organisation, community promotions, grant preparation and management
- To succeed in this role you will be an enthusiastic and an effective communicator, have the ability to research, evaluate and analyse data and be an effective team member.

**PART 3: POSITION ACCOUNTABILITIES (KEY RESULT AREAS – KRAs)**

**Media Communications**

- Co-ordinate and oversee the content and distribution of Council's Media releases in line with Council's Media Strategy to ensure the general public are provided with timely and fair reporting of Council's activities in a professional manner
- Maintain good relationships with all representatives of the media by providing ready access to relevant information and co-ordinating the availability of relevant Council spokespersons
- Prepare media strategies, media statements, news stories and other written material for Council including the Council newsletter

**Community Engagement**

- Develop and implement a community engagement strategy and other key strategic plans

- Represent Council as required on external committees and working groups
- Foster positive relationships with the general community, proactively promoting Council's programs and activities through effective management of media and public relations matters
- Design and promote an Easter Calendar of Events of annual basis
- Design and promote Corporate calendars and promotional material
- Ability to assist local community groups and Council to identify, apply for and acquit funding and grant programs
- Coordinate all grants applications for council and maintain the grants register
- Assist with Community grant applicants and acquittals
- Where necessary promote local economic and social programs and Council activities as required through local media outlets
- Within the constraints of budget produce promotional material for Council
- Work with the Community Services team to plan and implement new programs that encourage positive engagement with the community
- Actively participate in planning and reviewing existing and new plans for the Community
- Exercise a high level of interpersonal skills in dealing with the public and other organisations
- Develop and maintain positive relationships and networks with key internal and external stakeholder groups identify, co-ordinate and implement community initiatives which met the needs of our culturally and age diverse community
- Other duties as reasonably requested within the scope of the position

### **Website and Social Media**

- Be responsible for maintaining the content on Council's website and other social media forums
- Ensure an up to date relevant web site is maintained
- Have an input into the council web site in the area of community development and engagement development
- Coordinate and oversee Council's Social Media content

### **Community Development**

- Ability to identify Community development needs and gaps in the identification, facilitation of wellbeing and capacity building programs
- Plan, deliver and evaluate community programs, including events organised by Council
- Provide reports on progress of project activities including recommendations and implementation strategies
- Act as Council's primary contact for sport and recreation agencies and act as Council's primary contact for community organisations
- Plan, develop and facilitate the delivery of initiatives and recommendations from Community Strategic Plan, Delivery Program and Operational Plans
- Support the communities within the Shire in becoming more pro-active in their community through involvement with local organisations and events
- Identify, and implement sponsorship and grant programs for benefit of the community
- Develop and maintain positive, active relationships and networks with key internal and external stakeholder groups identify, co-ordinate and implement community initiatives for the Shire which meets the needs of the culturally and

- age diverse community
- Have the ability to work outside of normal business hours, including weekends
- Events Management, assist local Committees or attractions by way of promotion of events or individual attractions e.g. Cooee Festival, (Council does not expect the Officer to accept executive positions on such Committees)
- Assist in the promotion of Council activities, such as Australia Day, Local Government Week, and civic functions as required

### **Other Duties**

- To undertake all other reasonable duties as directed by the Director Corporate Services

This is a general position description only and the employee may be required to perform any other duties as directed by the General Manager, or their nominee within skills possessed.

## **PART 4: WH&S REQUIREMENTS**

**Employees:** As individuals, employees will:

- Take all reasonable & practicable steps for their own health and safety and of others affected by their actions at work;
- Comply with the safety procedures and directions imposed in the interest of health and safety;
- Not wilfully interfere with or misuse items or facilities provided in the interest of health, safety and welfare of employees; and
- In accordance with agreed procedures for accident and incident reporting, report potential and actual hazards to either their elected health and safety representatives, or supervisor

**Supervisors:** Supervisors are responsible for the day to day supervision of employees. In particular, supervisors will:

- Ensure that all activities are performed in accordance with Gilgandra Shire Council Work Health & Safety rehabilitation procedures, legislation or good practice;
- Review all tasks to assist in improving safety;
- Promote and communicate Work Health & Safety and rehabilitation with employees, contractors, service users, customers, and members of the public.

## **PART 5: SELECTION CRITERIA**

### **Essential**

- Demonstrated understanding and commitment to WHS issues
- Current drivers licence class C
- Minimum 2 years work related experience
- Relevant tertiary qualifications in communications, media and public relations, marketing, community development or equivalent
- Excellent level of oral and written communication and interpersonal skills
- Possess an enthusiastic self motivated attitude with a helpful disposition
- Demonstrated time management skills including the ability to set project priorities and establish activity / project outcomes to achieve set and agreed departmental goals;

- Excellent customer service skills with the ability to provide accurate timely advice in a helpful and supportive manner.
- A demonstrated ability to work in a team environment and actively participate as a team member to ensure a cohesive approach to achieving team and Corporate objectives;

#### **Desirable**

- Excellent organisational skills with the ability to apply a high level of knowledge and skills to achieve results in line with set goals.
- Demonstrated knowledge of or the ability to implement community engagement strategies
- Experience in dealing with the media
- Ability to build relationships, seek input, and negotiate with a wide cross section of Community, Council, and other Government stakeholders
- Working knowledge of government operations, structure and services, programs, policies
- Experience with Graphic Design

#### **PART 6: MISCELLANEOUS (TERMS & CONDITIONS)**

- **Working hours:** 35 hours per week on basis of a 9 day fortnight
- **Delegations:** as per policy
- **Special conditions of employment:** Nil
- **Additional duties / relief duties:** Executive Assistant

#### **PART 7: ASSOCIATED DOCUMENTS**

#### **SKILL DESCRIPTORS**

##### **Authority and Accountability**

- Policy and procedures are readily available but the jobholder is required to choose the appropriate processes. Unusual problems may be referred for clarity of policy or direction.
- Decisions made by the job holder affect the work and activities of others within the section or from a specific project team.
- The work of the jobholder influences the community within a specified service line through the application of technical skill or application of regulatory requirements.
- The jobholder is responsible for ensuring that operational safety standards or other requirements are met at an operational level.
- The job holder identifies requirements as an input to budget development.
- Monitor budgetary spending within work area, against pre-determined targets. Weigh up options on a cost basis in order to make recommendations and continuously look for greater efficiency within work area.

##### **Judgement and Problem Solving**

- Problems are solved by the examination of readily obtained information and the selection of an appropriate solution from a number of options.
- The jobholder is required to make judgements and interpretations based on analysis of information and straightforward situations and is responsible for improving and developing methods and techniques.
- Ongoing planning is required to ensure strategic outcomes or the coordination

of resources covering multiple work cycles or long term projects.

- Understand the customers' priorities to enable anticipation of their needs and demonstrate initiative in adapting team plans and goals to meet them.

### **Management Skills**

- Occasional supervision of employees performing the same or very similar tasks.

The person offers recommendations regarding:

- Coaching
- Identifying training needs

- The person supervises 1 to 5 volunteers.

### **Interpersonal Skills**

- This job requires written communication skills which enable the job holder to write detailed correspondence, reports and submissions that require original sentence and paragraph construction and wording.
- The jobholder is required to anticipate and pre-empt customer requirements and do utmost to meet these. In addition, the jobholder should monitor and evaluate the effectiveness of customer service provided and recommend modifications to improve service.
- Required to provide service to internal customers as a regular part of the job. Service includes answering queries, providing documentation, sourcing advice and referring queries to appropriate personnel.
- Responsible for frequent coordination of and communication with other workers to gain cooperation for work production or service quality.
- This job requires communication skills which enable the job holder to perform the following activities:
  - Provide information and explain situations
  - Advise, recommend or counsel
  - Train one-to-one
  - Participate in meetings/group discussions
  - Sell, persuade, influence
  - Negotiate agreements
  - Resolve conflict
  - Conduct meetings/lead group discussions
  - Make formal presentations or speeches
  - Speak to the media
  - Train/Facilitate Groups
- The job holder is required to interact with the following groups or individuals within the council on a regular basis and for the purpose shown below:

Advise or recommend:

- Committee Meetings of Council
- General Manager
- Department/Division Heads
- Section Managers/Team Leaders
- Other Council Employees (not including direct reports)

- The job holder is required to interact with the following groups or individuals

outside the council and for the purpose listed below:

Provide and obtain information:

- Consultants, solicitors and other professionals
- Government officers (eg Roads & Traffic Authority, Dept of Local Government)

Advise or recommend:

- Community organisations - service clubs etc
- Employees of other councils
- Local Business

Negotiate or persuade:

- Members of the public/residents/ratepayers
- Media

### **Qualifications and Experience**

- Thorough knowledge of one function and the concepts associated with a specialist area OR a functional position requiring the application of highly specialised knowledge regarded as an internal expert in a single discipline. Both require a wide education, probably TAFE Certificate Level 4 or diploma level, or semi-professional qualification, together with considerable personal experience.
- It would be expected that the person would have two, but less than four year's experience.
- In addition to the qualifications and experience, the job holder must possess the following licences or certificates:
  - Driving Licence Class C (Car)

### **Specialist Knowledge and Skills**

- The operational knowledge needed by the jobholder includes knowledge of the structure and functions of the jobholder's department, including sections within the department.
- In addition, the job holder requires the following level of technical skills.

#### Comprehensive Knowledge areas:

- Function Planning
- Grant Administration
- Special Event Operations
- Public Relations (policy and strategies)
- Public Relations Administration
- Community Development Theory & Practice

#### Solid Working Knowledge areas:

- PC Applications Software (eg Lotus, Dabs, desktop publishing)
- Operate Office Machinery (photocopier, facsimile, microfiche reader, plan printer)
- Word Processing/Typing
- Data interpretation
- Document Publishing
- Meeting Procedures
- Journalism

- Local Economic & Capacity Development
- Marketing
- Community Program Development
- Community Program Evaluation
- Occupational Health and Safety Program

Basic Working Knowledge areas:

- Filing
- Data Entry
- Mail Distribution Systems
- Switchboard Operation
- Record Keeping (eg timekeeping, expenditure logs etc)
- Budget Administration
- Statistical Analysis
- Corporate/Business Planning
- Project Management
- Tendering Procedures
- Purchasing and Procurement
- Social Planning
- Financial Planning/Analysis
- Accounts Payable/Receivable
- Capital Project Accounting
- Local Government Legislation
- Occupational Health & Safety Legislation

## Entry

| <b>Competency</b>   | <b>Performance Criteria</b> | <b>COMPETENT</b>   | <b>NOT YET COMPETENT</b> |
|---|-----------------------------|--|--------------------------|
|   |                             | <b>Assessment Methods</b><br>Observation: <b>OB</b><br>Demonstration: <b>DM</b><br>Work Sample: <b>WS</b><br>Training Records: <b>TR</b><br>Questioning<br>Discussion: <b>QD</b> | <b>X</b>                 |
| Minimum 2 year work related experience  | Experience attained         |  |                          |
| Current Class C Drivers' Licence  | Licence held                |  |                          |
| Demonstrated understanding and commitment to WHS issues   | Demonstrated ability        |  |                          |
| Relevant tertiary qualifications in communications, media and public relations, marketing, community development or equivalent  | Qualification Obtained      |  |                          |
| Excellent level of oral and written communication and interpersonal skills  | Demonstrated ability        |  |                          |
| Possess an enthusiastic self motivated attitude with a helpful disposition  | Demonstrated ability        |  |                          |
| Demonstrated time management skills including the ability to set priorities and establish outcomes to achieve set and agreed departmental goals                       | Demonstrated ability        |  |                          |
| Excellent customer service skills with the ability to provide accurate timely advice in a helpful and supportive manner   | Demonstrated ability        |  |                          |
| A demonstrated ability to work in a team environment and actively participate as team member to ensure a cohesive approach to achieving team and Corporate objectives | Demonstrated ability        |  |                          |

## Step 1

| <b>Competency</b>  | <b>Performance Criteria</b> | <b>COMPETENT</b> | <b>NOT YET COMPETENT</b> |
|--|-----------------------------|------------------|--------------------------|
| Excellent organisational skills  | Demonstrated ability        |                  |                          |
| Experience in dealing with the media   | Demonstrated ability        |                  |                          |
| Apply a high level of knowledge and skills to achieve results in line with set goals | Demonstrated ability        |                  |                          |
| Excellent skills in using social media to improve Council's Community Engagement     | Demonstrated ability        |                  |                          |
| Implementation and application of Council's Community Engagement strategy            | Demonstrated ability        |                  |                          |
| Ability to collect, collate, disseminate statistical data                            | Demonstrated ability        |                  |                          |
| Ability to distribute information  | Demonstrated ability        |                  |                          |
| Ability to liaise with public and volunteers   | Demonstrated ability        |                  |                          |



|   |   |  |  |
|---|---|--|--|
| <i>Ability to work outside of normal business hours, including weekends</i>           | <i>Demonstrated ability</i>                     |  |  |
| <i>Proficient in the use of Council's Corporate record keeping system</i>             | <i>Demonstrated ability</i>                     |  |  |
| <i>Well organised work area with good time management skills</i>                      | <i>Demonstrated ability</i>                     |  |  |
| <i>Ability to promote Gilgandra</i>   | <i>Promoting Gilgandra at every opportunity</i> |  |  |
| <i>Ability to schedule meetings</i>   | <i>Demonstrated ability</i>                     |  |  |
| <i>Ability to use office equipment</i>  | <i>Demonstrated ability</i>                     |  |  |
| <i>Ability to use word processing packages</i>  | <i>Demonstrated ability</i>                     |  |  |
| <i>Ability to write detailed correspondence and grant applications</i>                | <i>Demonstrated ability</i>                     |  |  |
| <i>Basic knowledge of Councils budget and finance systems.</i>                        | <i>Demonstrated ability</i>                     |  |  |
| <i>Possess excellent phone skills</i>   | <i>Demonstrated ability</i>                     |  |  |
| <i>Ability to plan for and deliver a small scale community event (&lt; 50 people)</i> | <i>Demonstrated ability</i>                     |  |  |
| <i>Active participant in Council Sports Council meetings</i>                          | <i>Demonstrated ability</i>                     |  |  |
| <i>Active participant in the Economic Development Committee</i>                       | <i>Demonstrated ability</i>                     |  |  |
| <i>Produce Corporate calendars and promotional material</i>                           | <i>Demonstrated ability</i>                     |  |  |
| <i>Produce an Easter Calendar of Events of annual basis</i>                           | <i>Demonstrated ability</i>                     |  |  |

## Step 2

| <b>Competency</b>   | <b>Performance Criteria</b>   | <b>COMPETENT</b> | <b>NOT YET COMPETENT</b> |
|---|---|------------------|--------------------------|
| Working knowledge of government operations, structure and services, programs and policies   | Demonstrated ability  |                  |                          |
| Ability to build relationships, seek input, and negotiate with a wide cross section of Community, Council and other Government Stakeholders | Demonstrated ability  |                  |                          |
| Ability to maintain content on Council's website using Content Management Systems (CMS)   | Demonstrated ability  |                  |                          |
| Creation of promotional content for Councils social media eg.videos   | Demonstrated ability  |                  |                          |
| Ability to coordinate all grant applications and maintain grants register   | Demonstrated ability  |                  |                          |
| Ability to plan and deliver a medium scale community event (up to 250 people)   | Demonstrated ability  |                  |                          |
| Ability to liaise with community groups/services  | <ul style="list-style-type: none"> <li>Kept informed on council matters</li> <li>No reasonable complaints received</li> </ul> |                  |                          |
| Ability to write complex grant applications   | Demonstrated ability  |                  |                          |
| Ability to write standard reports   | ACT reports prepared  |                  |                          |

|  |                        |  |  |
|--|------------------------|--|--|
| Understanding of Council accounting procedures | Demonstrated knowledge |  |  |
|--|------------------------|--|--|

### Step 3

| <b>Competency</b>   | <b>Performance Criteria</b>                              | <b>COMPETENT</b> | <b>NOT YET COMPETENT</b> |
|---|--|------------------|--------------------------|
| Ability to maintain up to date marketing information on Gilgandra and district  | ACT maintenance of information                           |                  |                          |
| Ability to support the holding of community events  | Attendance at meetings and active role in holding events |                  |                          |
| Take responsibility for ensuring targets and goals are achieved   | Demonstrated ability                                     |                  |                          |
| Ability to prepare budgets  | ACT budgets prepared                                     |                  |                          |
| Ability to prioritise duties  | Demonstrated ability                                     |                  |                          |
| Well developed networks with staff from other Councils in a similar position  | Demonstrated ability                                     |                  |                          |
| Exercise a high level of interpersonal skills in dealing with the public and other organisations                                      | Demonstrated ability                                     |                  |                          |
| Work with the Council project and work teams to plan and implement new programs that encourage positive engagement with the community | Demonstrated ability                                     |                  |                          |

### Step 4

| <b>Competency</b>  | <b>Performance Criteria</b>         | <b>COMPETENT</b> | <b>NOT YET COMPETENT</b> |
|--|-------------------------------------|------------------|--------------------------|
| Ability to speak in public and the media and to act as Council spokes person when required                                       | Demonstrated ability                |                  |                          |
| Facilitate the delivery of initiatives and recommendations from Community Strategic Plan, Delivery Program and Operational Plans | Demonstrated ability                |                  |                          |
| Proven record in the delivery of large events  | Events organised as required/needed |                  |                          |
| Ability to write non-standard reports  | ACT reports prepared                |                  |                          |
| Prepare Council and Gilgandra and District brochure for publication and market material  | ACT brochure published              |                  |                          |
| Well developed computer and design skills adequate for the position  | Demonstrated ability                |                  |                          |
| Ability to resolve conflict issues independently   | Demonstrated ability                |                  |                          |
| Qualification in Graphic Design  | Qualification obtained              |                  |                          |

## **KEY PRINCIPLES AND VALUES**

The following principles and values are considered to be key requirements of our organisation. All Councillors and Staff are expected to demonstrate these values and principles in their dealing with each other and with the community.

### **Integrity**

We must not place ourselves under any financial or other obligation to any individual or organisation that might reasonably be thought of influence us in the performance of our duties.

### **Leadership**

We have a duty to promote and support the key principles by leadership and example and to maintain and strengthen the public's trust and confidence in the integrity of Council. This means promoting public duty to others in the Council and outside, by our own ethical behaviour.

### **Selflessness**

We have a duty to make decisions solely in the public interest. We must not act in order to gain financial or other benefits for ourselves, our family, friends or business interests. This means making decisions because they benefit the public, not because they benefit the decision maker.

### **Objectivity**

We must make decisions solely on merit and in accordance with our statutory obligations when carrying out public business. This includes the making of appointments, awarding of contracts or recommending individuals for rewards or benefits. This means fairness to all; impartial assessment; merit selection in recruitment and in purchase and sale of council's resources; considering only relevant matters.

### **Accountability**

We are accountable to the public for our decisions and actions and must consider issues on their merits, taking into account the views of others. This means recording reasons for decisions; submitting to scrutiny; keeping proper records; establishing audit trails.

### **Openness**

We have a duty to be as open as possible about our decisions and actions, giving reasons for decisions and restricting information only when the wider public interest clearly demands. This means recording, giving and revealing reasons for decisions; revealing other avenues available to the client or business; when authorised, offering all information; communicating clearly.

### **Honesty**

We have a duty to act honestly. We must declare any private interests relating to our public duties and take steps to resolve any conflicts arising in such a way that protects the public interest. This means obeying the law; following the letter and spirit of policies and procedures; observing the code of conduct; fully disclosing actual or potential conflict of interests and exercising any conferred power strictly for the purpose for which the power was conferred.

### **Respect**

We must treat others with respect at all times. This means not using derogatory terms towards others, observing the rights of other people, treating people with courtesy and recognising the different roles others play in local government decision making.