

## POSITION DESCRIPTION

### COMMUNICATIONS OFFICER

<b>POSITION NUMBER</b>	CSI009
<b>DIRECTORATE</b>	City Strategy and Innovation
<b>SECTION</b>	Communications and Engagement
<b>REPORTS TO</b>	Coordinator Communications and Engagement
<b>DIRECT REPORTS</b>	NIL
<b>GRADE</b>	13
<b>CONDITIONS OF EMPLOYMENT</b>	Local Government (State) Award 2020
<b>DATE PREPARED</b>	September 2017
<b>DATE LAST UPDATED</b>	October 2020

### 1. PURPOSE OF THE POSITION

Reporting to the Coordinator Communications and Engagement, the Communications Officer plans, coordinates and delivers Council's public relations, media and communications activities and programs. This position works closely with stakeholder across all levels of the organisation for the development, positive positioning and ongoing management of the Council's image and reputation. The public relations objectives will focus on building understanding and support for the Council, as well as influencing positive opinion and behaviour from potential stakeholders. The communications objectives are to develop and implement innovative and effective communications strategies to promote Council projects, programs, events and activities, and to support internal communications plans.

### 2. KEY ACCOUNTABILITIES

- 2.1 Prepare high quality media releases, speeches, publications and newsletters to meet Council's corporate and strategic goals
- 2.2 Assist in the monitoring and management of media enquiries, including preparation of responses
- 2.3 Contribute to the development, delivery and review of communications strategies for Council projects, programs, events and activities
- 2.4 Exercise sound judgement in dealing with complex and sensitive communication issues
- 2.5 Produce high quality work with strict deadlines with minimal supervision, as well as working as part of a small multi-skilled team
- 2.6 Foster positive working relationships with external stakeholders e.g. journalists and media outlets, and internal stakeholders to deliver results, solve problems and anticipate customer needs

### 3. WORKPLACE HEALTH AND SAFETY

'There is always time to work safely'. We all have a responsibility for Workplace Health and Safety. All employees must observe safe work practices and operating procedures and comply with the requirements of the WHS legislation and Council's Policies and Procedures relating to Workplace Health and Safety.

### 4. MODEL CODE OF CONDUCT

Council's Model Code of Conduct sets out minimum standards of conduct that is expected of employees and which we must adhere to. Employees must be impartial and fair in dealings with residents, customers, suppliers, general public and with each other in order to retain trust, confidence and support.

### 5. EQUAL EMPLOYMENT OPPORTUNITY

Georges River Council wants to build a workplace free from discrimination and harassment. It is the responsibility of all employees to ensure that they treat all colleagues and customers with respect and professionalism without regard to non-relevant criteria or distinctions.

### 6. COUNCIL'S POLICIES, MANAGEMENT GUIDELINES AND PROCEDURES

Comply with all Council's Management Guidelines, Policies and Procedures

### 7. CUSTOMERS

- 7.1 Provide effective service to Council customers and the community
- 7.2 Provide effective service to internal customers
- 7.3 Present a positive image of council

### 8. LIMITS OF AUTHORITY

Please note that this position holds delegations pursuant to section 378 of the Local Government Act. Responsibilities are to be exercised in accordance with Council's Delegations of Functions.

### 9. SELECTION CRITERIA

#### **Qualifications, Certificates & Licences**

- 9.1 Tertiary qualifications with a minimum of 3 years relevant experience in Journalism, Media or Communications
- 9.2 Current NSW Driver's Licence
- 9.3 Current Criminal Check

#### **Essential**

- 9.4 Demonstrated experience preparing media releases, speeches, newsletters and media responses
- 9.5 Advance level of written and verbal communication skills, including ability to communicate with a range of stakeholders in a range of styles as well as ability to write detailed communication plans, correspondence, reports and submissions that require original sentence and paragraph construction and wording



- 9.6 Demonstrated ability to produce high quality work with strict deadlines with minimal supervision, as well as working on multiple projects across different platforms as part of a small multi-skilled team
- 9.7 Demonstrated ability to organise work, manage time, determine priorities and meet deadlines
- 9.8 Demonstrated experience to solve problems using research, analysis, and evaluation of information which may not be readily available
- 9.9 Advance level customer service skills including ability to understand the customers' priorities, anticipate their needs and effectively meeting customer requirements
- 9.10 Demonstrated ability to make judgements or recommendations based on advanced analytical or creative thought
- 9.11 Ability to work outside core hours as required.

**Desirable**

- 9.12 Local government experience or knowledge
- 9.13 Intermediate level photography skills

