

Position Description

CORPORATE INFORMATION

Position Title	Manager – Marketing and Communications		
Directorate	Office of the Chief Executive Officer	Branch/Section/Unit	Communications Section
Position Number	1241	Level	Contract
Award	Local Government Officers' Award 1998		
Line Manager	Chief Executive Officer		
Direct Reports	Officer - Graphic Design Senior Officer – Communications Senior Officer – Digital Communications Officer – Digital Communications (Social Media)		

SCOPE OF POSITION

Position Summary

Work with the Mayor, Councillors and council's management team to implement effective media, public relations, marketing and communications strategies to promote council, its policies and initiatives.

Expected Deliverables/Key Performance Indicators (3 required)

- Develop a Marketing and Communications strategy that ensures comprehension and awareness of Council's vision, values and ongoing strategies, projects and policies in a fully integrated way.
- Develop and maintain a Social Media platform to improve external communications, increase awareness of Council's activities and increase positive sentiment and messaging about the Gympie region.
- Implement effective external communication and engagement strategies, including community updates, media releases, campaigns and responses to media opportunities to raise Gympie Regional Council's and the region's profile.
- Overview all organisational marketing, including economic development and destination marketing
- Measure progress through regular communication with the team on performance and key performance measures

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- Responsible for meeting budget and achieved agreed deliverables within agreed timelines
- Accountable for the content development and management of the Gympie Regional Council website
- Cultivate relationships with internal and external clients, media and other relevant external stakeholders

Mandatory Licence/Competency (Ticket) Requirements

- Queensland 'C' Class driver's licence or above that is current and maintained

Essential Knowledge/Skills/Qualifications Criteria

- Qualifications in marketing, public relations, communications or similar.
- High level verbal and written communication skills.
- Demonstrated experience in developing and implementing communications, marketing or public relations strategies.
- Strong commercial acumen with sound understanding of the business environment and company directions
- Demonstrated digital and social media skills
- Sound experience leading teams, ensuring quality outcomes
- Substantial experience in a communications environment, with high-level presentation skills and the ability to liaise and negotiate with a broad range of people

Desirable Knowledge/Skills/Qualifications Criteria

- A minimum of 5 years' experience in a similar role
- Demonstrated ability to work autonomously, yet successfully work as part of an integrated team.
- Knowledge of local government

Physical Requirements of the Position

- An ability to perform tasks for extended periods whilst in a sitting position and occasionally pushing, pulling or handling objects exerting a force up to 5kg.
- An ability to walk up and down stairs whilst occasionally carrying weights up to 15kg.
- An ability to clearly hear directions and instructions being provided at normal speech levels.

Special Requirement

- Occasional out of hours work

ORGANISATIONAL INFORMATION

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Delegation/Authorities requirements of the position

The Delegations and Authorities for this position can be accessed here – [GRC009](#).

Safety

Behaviours

Maintain a positive attitude towards acquiring an understanding of work health and safety (WHS) legislation, including council WHS policies and procedures.

Fostering and maintaining a positive attitude towards WHS within the individual work teams.

Responsibility

Apply council policies and procedures in every day work activities to assist council in ensuring a safe work environment.

To meet the standards imposed by any relevant safety legislation as required by Queensland's *Work Health and Safety Act 2011*.

Related documents

- WHS Policy statement [WHSPOL004](#).
- Work Health and Safety Responsibility and Accountability Statement WHSPOL008.
- The WHS KPIs are located in the Work Health and Safety Management Plan WHSPOL010 and should be referenced as applicable with this position. It can be found here – [WHSPOL010](#).

Code of Conduct

As per the Staff Code of Conduct, employees must conduct all business with integrity, honesty and fairness and comply with all relevant laws, regulations, codes, policies and procedures. The Code of Conduct OCPOL001 can be found here – [OCPOL001](#).

Records Management

Council employees are required to ensure adequate records of actions taken and decisions made whilst undertaking their duties are created and maintained, in accordance with council's Recordkeeping Policy which can be found here – [CGPOL002](#).

Council's Vision

To be the *natural* choice to live, work and play.

Council's Values

Accountable – We take responsibility for our actions. We will be accessible and fair.

Consistent – Our actions will reflect council's guidelines and practices at all times.

OCPD1241

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Reviewed: 11/05/2017

Manager – Marketing and Communications

[Printed copies are uncontrolled. It is the responsibility of each user to ensure that any copies of system documents are the current issue]

Position Description

Appreciative – We value the opportunities we have and that we look for the best in our people, our organisation and our community.

Communicative – We will keep people informed, consult with the community and will actively listen to and respond to their input.

Respectful – We treat people with dignity and courtesy. We recognise and support the contribution of individuals and respect each other, our customers and the diverse community we serve.

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POSITION APPROVAL AND ACCEPTANCE

Approved By

Name		Position	
Signature		Date	

Accepted By

Name			
Signature		Date	

The scope and requirements of this position as well as the organisational structure is subject to change by council as required by business needs.