

Position Description

CORPORATE INFORMATION

Position title	Officer – Communications		
Directorate	Office of the Chief Executive Officer	Branch/Section/Unit	Communications and Marketing Unit
Position number	1413	Level	5
Award	Queensland Local Government Industry (Stream A) Award – State 2017 Division 2, Section 1		
Line Manager	Manager – Communications and Marketing		
Direct reports	NIL		
Indirect Reports	NIL		

SCOPE OF POSITION

Position Summary

To create and deliver the production, implementation and rollout of effective internal and external communication, marketing and engagement strategies in a team environment.

The role will require the use of various mediums, understanding the importance of local government and their associated business unit communications and the dissemination to staff, residents, stakeholders and community throughout the region, working in partnership to raise Gympie Regional Council's and the region's profile.

Key Responsibilities of the Role

- Writing media releases and coordinating media responses as required, within tight deadlines.
- Production of copy for all mediums – internal and external content. This includes and is not limited to: annual reports, brochures, flyers, event publications, launches, community engagement, reporting and digital content.
- Corporate writing with an understanding of local government, council reporting including briefing notes and speech writing.
- Commercial media planning and booking.
- Campaign and marketing strategy and coordination: writing, production, coordination and management across all directorates.
- Support digital and communications work flows as required.

Position Description

- Assist the Manager – Marketing and Communications to successfully deliver key relevant strategies and activities as required.
- Understanding of external funding agreements and deliverables.
- Ability to identify opportunities to better communications with new strategies or initiatives.

Mandatory Licence/Competency (Ticket) Requirements

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

Desirable Licence/Competency (Ticket) Requirements

NIL

Essential Knowledge/Skills/Qualifications Criteria

- High level experience in writing content and copy for various mediums (including media) within tight deadlines.
- Demonstrated experience in developing and implementing communications, marketing or public relations strategies and campaigns.
- Build effective relationships internally and externally and be able to communicate effectively information and ideas via various mediums.
- Minimum 5 years experience in a communications/marketing role or similar.
- Firm understanding of brand development, layout and style guides.
- Identifying opportunities that align with operational and policy framework, and delivering new strategies and initiatives.
- Corporate writing with an understanding of local government, council reporting including briefing notes and speech writing.

Desirable Knowledge/Skills/Qualifications Criteria

- Previous local government experience.
- Experience in organising and running stakeholder events and communications.

Physical Requirements of the Position

Note: Applicants with disabilities will be considered on a case by case basis.

- 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.

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Special Requirements

- Occasional out of hours work (including weekends).
- Regular local travel.

ORGANISATIONAL INFORMATION

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

Applying 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.

Code of Conduct

As per the Staff Code of Conduct (OCPOL001), employees must conduct all business with integrity, honesty and fairness and comply with all relevant laws, regulations, codes, policies and procedures.

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.

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.

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

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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.

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.