

Position Description

CORPORATE INFORMATION

Position title	Senior Officer Communications		
Directorate	Corporate Services	Branch/Section/Unit	Communication, Business and Engagement
Position number	1370	Level	5
Award	Queensland Local Government Industry (Stream A) Award – State 2017 Division 2, Section 1		
Line Manager	Manager Communication, Business and Engagement		
Direct reports	NIL		
Indirect Reports	NIL		

SCOPE OF POSITION

Position Summary

To support in the implementation of effective internal and external communication, marketing and engagement strategies, including community publications, media releases, campaigns and responses to media opportunities to raise Gympie Regional Council's and the region's profile. This role will also track work flows and support communications, marketing and branding projects across the unit.

Key Responsibilities of the Role

- Writing media releases and coordinating media responses as required, within tight deadlines.
- Production of publication copy – internal and external, including digital content. This includes and is not limited to: annual reports, brochures, flyers, education booklets, event publications, launches, community engagement, reporting and video content.
- Internal communications content and project management.
- Data entry for website/s and uploading of content. Social media management and content creation.
- Project and campaign writing, production, coordination and management across all directorates.

Position Description

- Workflow coordination – including media, community engagement projects, events, infrastructure work, communications and Marketing calendar. Coordination of databases such as community contacts, stakeholders, internal partnerships and media.
- Support digital and communications work flows as required including intranet and the creation of digital content.
- Assist the Manager Communication, Business and Engagement to successfully deliver key relevant strategies and activities as required.
- Backfill across all communications roles when required.

Mandatory Licence/Competency (Ticket) Requirements

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

Desirable Licence/Competency (Ticket) Requirements

N/A

Essential Knowledge/Skills/Qualifications Criteria

- High level experience developing, planning and delivering communications strategies.
- Demonstrated experience in developing and implementing marketing, public relations and engagement strategies.
- 5 years experience in a Communications role or similar.
- Reputational risk management experience
- Experience in producing commercial print and electronic publications.
- Firm understanding of brand development, layout and style guides.
- High level verbal and written communication skills.
- Media and stakeholder relationship management experience.
- Working within a fast moving team, understand the needs of the team and supporting

Desirable Knowledge/Skills/Qualifications Criteria

- Digital media experience
- Layout and design experience
- Previous local government experience

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.

Special Requirements

- Occasional out of hours work (including weekends).

ORGANISATIONAL INFORMATION

OCPD1370

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Reviewed: 13/06/2022

Senior Officer 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

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

Accountability – We are open, transparent and take responsibility for our actions.

Communication – We consult with the community, actively listen to and respond to the input of residents, and keep people informed.

Customer Service Focused – We meet the needs of our community in an efficient and effective manner. We strive to continually improve, show empathy and are environmentally aware in our service delivery.

Position Description

Integrity – We act with honesty and respect in all we do and respect all residents, colleagues and visitors.

Teamwork and Collaboration – We recognise and support everyone's contributions. We are inclusive and contribute respectfully working as a team. We will care for ourselves and others.

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.