**Position Description**

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| **POSITION DETAILS** | |
| **TITLE** | COMMUNICATIONS OFFICER (Media, Communications and Web) |
| **DIRECTORATE** | CORPORATE AND COMMUNITY SERVICES |
| **LOCATION** | ADMINISTRATION BUILDING, 63 ELGIN STREET |
| **AWARD BAND AND LEVEL** | BAND 2 LEVEL 3/BAND 3 LEVEL 2 |
| **GRADE** | GRADE 14 |

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| **RELATIONSHIP AND STAKEHOLDERS** | |
| **REPORTS TO** | Team Leader Communications |
| **DIRECT REPORTS** | Nil |
| **NUMBER OF EMPLOYEES** | Nil |
| **KEY INTERNAL RELATIONSHIPS** | * All staff * Councillors * General Manager * Directors * Managers |
| **KEY EXTERNAL STAKEHOLDERS** | * Media * Gunnedah Community * Customers of Gunnedah Shire Council * Visiting public * Business partners including suppliers * Industry representatives and stakeholders * Any other person or group engaging in business with Council |

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| **THE WAY THIS POSITION SUPPORTS COUNCIL:** |
| Gunnedah Shire’s community is a vibrant regional hub supporting a diverse range of industries and economic development. Gunnedah Shire Council partners with our community to promote, encourage and support sustainable regional development opportunities designed to enhance our Shire’s identity and quality lifestyle. By partnering with our community in this diverse way we show our commitment to providing them with excellent customer service and demonstrating how we integrate our core values of:   * Equity * Leadership * Efficient & Effective use of resources * Integrity * Openness and accountability and * Our commitment to providing safe and accessible spaces for our community   The role of Communications Officer is an integral part of our team and supports the commitment we make to our community in providing efficient, responsive, open and accessible service to them in the following ways:   * Clear and effective communications * Building positive stakeholder relationships * Supporting Council by ensuring the public image is enhanced and protected   Council Vision is to be:  “A prosperous, caring and proud community reflected in the achievements and aspirations of the people.” |

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| **THE PURPOSE OF THIS POSITION IS TO:** |
| As team of the Communications team, this role is ensure the public image of Gunnedah Shire Council both internally and externally is enhanced and protected through a range of communication mediums. The Communications Officer will assist in the development and delivery of communication and media strategies, campaigns and initiatives and coordinate proactive opportunities and reactive media enquiries.  The Communications team works closely with the Customer Service team to ensure that the customer interactions with Council are to the highest possible standard.  **TASKS**  **Communication**   * Assess and prepare responses for all reactive media requests incoming to the branch, coordinate approvals, proactive media opportunities and edit all other outgoing media, web and editorial communications items for the organisation. * Monitor the social and traditional media environment and advise key staff and stakeholders of emerging issues with potential impacts for Council. * Ensure the effective communication of information relevant to the achievement of Council’s objectives across the organisation, including the use of Council’s internet, Intranet and social media and all other relevant channels. * Demonstrate a high level of stakeholder and community engagement and understanding of Council’s vision, values, strategies and narrative. * Assist and provide advice to business units in preparation of Community Engagement and Communication Plans * Implement appropriate communication systems, framework, policy, practice and implementation on an operational level. * Identify and implement proactive opportunities to increase positive coverage of Council * Provide comprehensive issues management and crisis communications advice if and when required * Take lead on the crafting, development, writing, editing, proofing, sourcing of quotes, production and budgeting of relevant pieces of collateral, for a variety of audiences, required as part of these campaigns and strategies. * Act as a conduit between the Department’s staff, other departments and managements to ensure effective communication. * Deliver communication advice and activities in line with Council’s guidelines, policies and processes, including branding, approvals processes and corporate style guide. * Design Council collateral including by not limited to key documents, posters, flyers, social media graphics * Proactively maintain Councils websites including ensuring content is relevant and up to date and recommend improvements to access to information * Identify and implement proactive opportunities for internal communications within Council   **Corporate**   * Assist with the preparation of quality written reports on projects and other activities. * Undertake necessary personal professional development in line with the present and future needs of the position. * Maintain standards and ensure compliance with WHS and risk Management systems. * Ensure all Equal Employment Opportunity obligations are met and workplace is kept free of all forms of harassment.   **Records Management**   * Promote and support the operation and development of Council’s electronic records management system (Dataworks). * Ensure correct registration of all corporate records into Dataworks.   **Work Health and Safety**   * Comply with Council’s code of conduct, WHS management system and all relevant policies and procedures. * Continue to implement, monitor and review risk management programs and procedures relevant to Information Services.   Provide quality administration support as required.  *This document describes the main responsibilities of the position and is not designed to be prescriptive. The staff member can expect to undertake other duties in addition to those described in this document. All staff are expected to demonstrate behaviours that align with Gunnedah Shire Councils core values, Code of Conduct and Equal Employment Opportunity Principles.* |

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| **KEY RESULT AREAS** | **TIME** | **KEY ACTIVITIES** |
| Finance |  | * Comply with relevant budget processes and procedures, ensuring appropriate charge numbers and costing codes are used. * Regularly review and track budget expenditure. * Develop cost, quantity and time estimates for activities. * Assist in preparation of the annual budget. |
| Strategy |  | * Contribute to continuous improvement involving internal systems of work. |
| Customer/stakeholder employees are expected to convey a professional image of Council at all times |  | * Attend to staff requests and enquiries. * Provide specialist information and advice to customers. * Ensure accurate records are maintained in Council’s corporate systems as appropriate. * Participate in customer and stakeholder forums and meetings |
| Operations |  | * Ensure compliance within the scope of legislative requirements and Council polices. |
| WHS, Environment and Quality – all duties to be carried out in accordance with Council’s IMS and appropriate legislative requirements | WHS, Environment and Quality are inherent across all roles at Council and therefore has no specific weighting | * Participate in site inductions, risk assessments and inspections as appropriate. * Carry out all activities in accordance with the Council IMS requirements. * Ensure all employees, contractors and others on site comply with all relevant Council safe systems of work. * Conduct site induction including checking appropriate safety certification, explain site rules and incident reporting procedures for staff, contractors and others. |

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| **CAPABILITY FRAMEWORK** | |
| **ADEPT** |  |
| **MANAGE SELF** | * Initiates action on team/unit projects, issues and opportunities. * Accepts and tackles demanding goals with drive and commitment. * Seeks opportunities to apply and develop strengths and skills. * Examines and reflects on own performance. * Seeks and responds well to feedback and guidance. |
| **DISPLAYS RESILIENCE AND ADPATABILITY** | * Is flexible, showing initiative and responding quickly to change. * Accepts changed priorities and decisions and works to make the most of them. * Gives frank and honest feedback/advice. * Listens when challenged and seeks to understand criticisms before responding. * Raises and works through challenging issues and seeks alternatives. * Stays calm and acts constructively under pressure and in difficult situations. |
| **ACT WITH INTEGRITY** | * Acts honestly, ethically and with discretion and encourages others to do so. * Sets a tone of integrity and professionalism with customers and the team. * Supports others to uphold professional standards and to report inappropriate behaviour. * Respectively challenges behaviour that is inconsistent with organisational values, standards or the code of conduct. * Consults appropriately when issues arise regarding misconduct, unethical behaviour and perceived conflicts of interest. |
| **DEMONSTRATE ACCOUNTABILITY** | * Is prepared to make decisions within own level of authority. * Takes an active role in managing issues in the team. * Coaches team members to take responsibility and follow through. * Is committed to safe work practices and manages work health and safety risks. * Identifies and manages other risks in the workplace. |

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| **SELECTION CRITERIA TO BE ADDRESSED** | |
| **QUALIFICATIONS** |  |
| **Essential**   * Relevant tertiary qualification or a minimum of 3 years experience in communications, journalism or writing. * Demonstrated effective high level communication skills including being able to write in a number of different styles. * Ability to work independently or in a team environment and be able to take the lead on projects as necessary. * Show resilience and think outside the box. * Display a strong sense of motivation and initiative * Eagerness to assist with wider departmental projects. * Work in an extremely busy environment whilst staying on task and adhering to deadlines. * Computer literacy including proficiency in web based mediums – ability to use Microsoft products. * Understanding of and ability to conform with WHS, Risk Management and Equal Employment Opportunity requirements. * Demonstrated skills and knowledge in use of Microsoft Office applications. * Ability and continued commitment to work according to Councils' policies and Code of Conduct, with or without supervision. | **Desirable**   * Experience in Local Government. |
| **KNOWLEDGE AND EXPERIENCE** | |
| * Applying professional interpersonal skills. * Developing work priorities. | |

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| **SIGNATORIES \*** | |
| **POSITION INCUMBENTS NAME** |  |
| **SIGNATURE** |  |
| **DATE** |  |
| **SUPERVISOR’S NAME** |  |
| **SIGNATURE** |  |
| **DATE** |  |
| **MANAGER’S NAME** |  |
| **SIGNATURE** |  |
| **DATE** |  |