



POSITION DESCRIPTION

Position Title	Senior External Communications Advisor	
Division	General Manager	
Group	Strategic and Corporate Communications	
Responsible to	Marketing, Media and Communications Coordinator	
Position Supervises	Direct: n/a Indirect: Casual staff, consultants, volunteers and contractors as required	
Position No.	IW1317, IW1318	
Status	Permanent, full time	
Hours	Based on a 35-hour week. Regular after-hours work to attend meetings/functions/events is required.	
Salary Point	52 - 61	Band/Level: 3/2
Pre-employment checks Legislative requirements	Police check	
Date reviewed: 21 February 2022		Reviewed by: Director Community

POSITION PURPOSE

The position is responsible for managing the implementation of Council's marketing, communication and media initiatives in line with Council's Strategic Plans.

The position is responsible for managing Council's brand and enhancing its reputation through targeted marketing, communication and media activities.

In this role, you will coordinate Council's media opportunities and act as a spokesperson (subject to receiving delegation), proactively promoting Council's programs and projects to the community.

You will work with the Marketing, Media & Communications Coordinator to coordinate and develop Council's suite of communication collateral in a timely manner and to a high standard, including, but not limited to:

- Marketing, media and communications policies, plans and strategies;
- Publications including reports and newsletters;
- Media collateral;
- Advertising including a Council Column;
- Councillor communications including fortnightly updates and media summaries
- Speeches and editorials
- Banners, flags, signage and noticeboards; and
- Other materials as required.

SELECTION CRITERIA

Inner West Council is committed to the principles of Equal Employment Opportunity, Work Health and Safety, sustainability, continuous improvement and business excellence. The community is at the heart of the organisation and Council puts its 'Values First' with flexibility, integrity, respect and the spirit of team as a set of values and associated behaviours for all levels in the organisation. Employees are expected to demonstrate commitment to these values in performing their respective roles. In addition to these, the following criteria outline those that are relevant to this specific position.

Essential criteria:

1. Tertiary qualifications relevant to the role, or demonstrable equivalent industry experience.
2. Significant experience in marketing, communication and/or media
3. Demonstrated experience implementing best practice marketing and communication strategies that have a positive impact on engaging with key stakeholders and raising the profile of an organisation.
4. Demonstrated experience in developing and managing a brand and developing innovative and engaging content to deliver messages to various stakeholders
5. Extensive knowledge of media outlets and demonstrated experience in media liaison, including issues management and acting as a media spokesperson.
6. Outstanding interpersonal, written and verbal communication skills, including demonstrated experience managing the production of multi-channel collateral, with excellent attention to detail.
7. Ability to work under pressure to meet tight deadlines, and manage multiple projects and competing priorities.
8. Collaborative approach to working with internal and external stakeholders at all levels of an organisation.
9. Working knowledge of Microsoft Office, PowerPoint, Excel, desktop publishing, digital media, content management systems, analytics tools and other relevant applications
10. Current NSW Class C Driver's Licence.

Desirable criteria:

1. Experience in and/or knowledge of local government.
2. Experience in incident and crisis management

KEY DUTIES, ACCOUNTABILITIES AND RESPONSIBILITIES

Strategy

- Deliver and contribute to the development of Council's marketing, communication & media strategies in line with Council's Strategic Plan.
- Proactively seek new and innovative opportunities to share information and engage with Council stakeholders to meet strategic objectives.
- Provide marketing and communication support across Council as required.

Media management

- Establish and maintain positive relationships with local, metropolitan, multicultural and business media.
- Respond to and coordinate media enquiry responses to ensure they are responded to in a timely manner, including any urgent or critical issues that may arise outside of business hours.
- Draft media releases and manage media events and photo opportunities as required.
- Identify opportunities to leverage and develop positive news stories to promote Council and its programs.
- Monitor media coverage on an ongoing basis.
- Maintain media contact database.

Brand management

- Act as Council's brand ambassador, ensuring that all communications across Council are consistent with Council's brand identity and style guidelines.
- Ensure Council's brand identity and style guidelines remain current and relevant.
- Provide oversight and advice across Council regarding the production of collateral to ensure it is professional and appropriate to the audience.

Content and collateral

- Produce engaging content that is audience appropriate and linked to Council's strategic objectives.
- Coordinate the production and distribution of Council's core publications, including the bi-monthly newsletter and fortnightly e-newsletter, ensuring they are high quality, targeted and meet branding guidelines.
- Coordinate the production and placement of advertising as required.
- Coordinate Council's graphic design and print service for internal customers, ensuring that the end product is accurate, high quality and within budget.

Marketing management

- Implement marketing strategies and proactive campaigns to enhance Council's public profile and reputation.
- Promote Council's major community events program to drive attendance and engagement.
- Work proactively to seek internal and external feedback, gain insights and deliver recommendations to identify opportunities to develop new marketing strategies and enhance existing campaigns.

KEY RELATIONSHIPS:

- Internal:** General Manager and Executive Team, Marketing, Communication & Media Coordinator; Strategic Communications team; Council Strategy & Engagement team; and all sections of Council.
- External:** Media, members of the public; peak bodies; local organisations and businesses; external suppliers and contractors; relevant State and Commonwealth departments; and other councils.

WORK HEALTH AND SAFETY RESPONSIBILITY STATEMENT SUPERVISORS / TEAM LEADERS / GANGERS LEVEL 5

Level 5 Supervisors, Team Leaders and Gangers have the responsibility to ensure that they perform their duties in accordance with their job description, Council's policies, procedures and safe working practices and comply with Work Health & Safety legislation. They must also ensure employees and non-employees within their area of control comply with the Work Health and Safety legislation in performing their stated duties in accordance with Council policies, procedures and safe work practices. These responsibilities are performed by:

Responsibilities	Performance Measures
<ul style="list-style-type: none"> Ensuring all appropriate actions are taken to implement the Health and Safety policy, procedures to satisfy legislative requirements. 	<ul style="list-style-type: none"> Evidence of promotion of, and conformance with, Council policies and procedures
<ul style="list-style-type: none"> Ensuring regular monitoring of Health and Safety performance in the area of their responsibility. 	<ul style="list-style-type: none"> Conducting Workplace inspections, development of a hazard register, conducting Audits where appropriate. Analysis of accident/incident trends Regular team meetings Use of the hazard reporting process
<ul style="list-style-type: none"> Commitment to WH&S 	<ul style="list-style-type: none"> Visibly showing commitment to health and safety through participation in formal and informal discussions, workplace visits and hazard inspections etc
<ul style="list-style-type: none"> Undertaking accident/incident investigations 	<ul style="list-style-type: none"> Evidence of documented and signed accident investigation forms
<ul style="list-style-type: none"> Liaising with Health and Safety representatives in relation to workplace Health and Safety issues. 	<ul style="list-style-type: none"> Regular meetings with WH&S rep
<ul style="list-style-type: none"> Improving health and safety performance 	<ul style="list-style-type: none"> Initiating action based on audit, inspection results and feedback from staff
<ul style="list-style-type: none"> Undertaking regular inspections to assist in the identification of hazards 	<ul style="list-style-type: none"> Development of a schedule of inspections Completed inspections
<ul style="list-style-type: none"> Attending health and safety meetings 	<ul style="list-style-type: none"> Evidence of signed/ documented minutes
<ul style="list-style-type: none"> Providing new employees with Health and Safety induction training and specific job training where required 	<ul style="list-style-type: none"> Employee inductions complete. Evaluation of induction by employees
<ul style="list-style-type: none"> Facilitating rehabilitation for injured employees 	<ul style="list-style-type: none"> Evidence of signed return to work programs Selected duties register
<ul style="list-style-type: none"> Ensuring employee awareness of Health and Safety management systems and specific workplace hazards 	<ul style="list-style-type: none"> Regular documented meetings with staff Conducting random inspections to ensure that correct WH&S procedures are being implemented by staff
<ul style="list-style-type: none"> Providing a clear definition, in writing, of all work procedures 	<ul style="list-style-type: none"> All work instructions are documented and provided to staff with explanation
<ul style="list-style-type: none"> Developing health and safety procedures 	<ul style="list-style-type: none"> Development of specific procedures where required
<ul style="list-style-type: none"> Knowledge of WHS and related legislation 	<ul style="list-style-type: none"> Attendance at training sessions

Applicant Declaration

I, have read and understood the position description for the
Senior External Communications Officer as detailed in this document.

Signature:

Date: / /