# POSITION: Communications Assistant

CLASSIFICATION: Band 4

EMPLOYMENT STATUS: Full time ongoing

**THE ORGANISATION**

South Gippsland is a place like no other. We have a diverse community and economy set in a magnificent natural environment. We serve our people with genuine well-meaning and strive always to deliver the best outcomes we can.

We are passionate about building and sustaining a great workplace, principled leadership, and providing great opportunities. Our values are present in what we do and how we do it. With a renewed focus on innovation and collaboration, valuing difference and a belief that teams can achieve amazing things, there is a lot to look forward to.

We want to genuinely make a difference to the lives of all those who touch our community, and be part of creating ‘a great place for us’.

**Click** [**HERE**](https://www.southgippsland.vic.gov.au/info/20004/your_council/189/organisational_structure) **to view Council’s entire organisation chart**

**THE POSITION**

The Communications Assistant facilitates the flow of information between Council and the community. The Communications Assistant provides professional communications advice to colleagues via;

* Internal Communications
* Website content
* Social media
* Media liaison
* Preparation of documents and other materials
* Australia Day support.

The Customer Information and Advocacy team is responsible for:

* Providing the interface between Council and the community
* Media liaison
* Community engagement.

The key responsibilities of this role include:

* Providing timely and accurate information to the community via social media.
* Accurately and promptly maintaining, monitoring and updating Council website.
* Providing timely and accurate information to the media.
* Preparing internal communications as required.
* Preparing media releases, advertisements and promotional support material.
* Assisting and reviewing the design and publication of Council documents.
* Working to improve Council’s reputation with its community.
* Monitoring media to keep abreast of coverage of Council.
* Assisting with crisis management as required.
* Assisting with the annual Australia Day awards and presentation ceremony.
* Liaising with advertisers and other external agencies as required.
* Assisting in the review, development and staff adherence to Council’s Corporate Style and Writing Guide and delivery of professional standards to protect Council’s brand.
* Playing a key communication role in the event of an emergency.
* Demonstrating commitment to supporting and embracing a continuous improvement environment and culture within the organisation.
* Acting in accordance with Council and Management policies, relevant legislation and Council’s Code of Conduct.

Please follow the links provided for further information on:

* South Gippsland Shire Council [www.southgippsland.vic.gov.au](http://www.southgippsland.vic.gov.au)
* South Gippsland region [www.visitpromcountry.com.au](http://www.visitpromcountry.com.au)
* Gippsland region [www.visitvictoria.com/Regions/Gippsland](http://www.visitvictoria.com/Regions/Gippsland)

To seek further information on this position, or to discuss this employment opportunity further, please contact Rick Rutjens, Manager Customer Information and Advocacy (03) 5662 9200.

**ROLE REQUIREMENTS AND RELATED COMPETENCIES**

|  |  |
| --- | --- |
| Accountability & Extent of Authority | |
| Band 4 (Generic) | Role Specific |
| * Specific guidelines but scope to exercise some discretion * Freedom to plan work at least a week in advance * May supervise resources including staff | * Accountable to act in accordance with Council’s policies and procedures. Where you do not know, you are obligated to find out. * Authority to prepare purchase orders. * Authority to draft website content, social media posts, correspondence, presentations and promotional material prior to seeking approval from more senior team members. * Accountable to complete the requirements of the role, work as a valued member of the team, and do your best for the community and the Council. * Demonstrate commitment to support and embrace a continuous improvement environment and culture within the organisation. * Accountable to demonstrate and encourage appropriate safety practices, report inappropriate behaviours and incidents, participate in training provided, improve work practices to reduce risk. |
| Judgement & Decision Making | |
| Band 4 (Generic) | Role Specific |
| * Work objectives well defined * Guidance & advice always available within time to make a choice | * Ability to identify and implement improvements and new initiatives to customer service, processes and procedures. * Capacity to identify tasks required to be completed and to suggest such work within the team environment. |

|  |  |
| --- | --- |
| Specialist Knowledge & Skills | |
| Band 4 (Generic) | Role Specific |
| * Understanding of technology, procedures and processes within operating unit * Proficiency in standard procedures, practices, Acts/Regulations, understanding of precedents * Understanding of organisational context including regulations, unit goals and perhaps wider organisational goals | * Ability to write and edit public documents. * Well-developed skills in preparing written reports and correspondence of a high standard, to ensure effective communication with key stakeholders. * Skills with content management software including the understanding of social media and web standards. * High level interpersonal skills, particularly verbal communication, listening and facilitation skills, to deliver effective content for operational and senior staff. * Experience in producing a range of publications, from writing and editing to print production, and working with external designers and printers. * An understanding of Council services, programs and associated areas. * Understanding the appropriate technology, procedures and processes to undertake the tasks required, particularly the Microsoft Office suite. * Ongoing development of skills and knowledge through attending professional development programs and taking a proactive approach to continually improving skills and abilities. |
| Management Skills | |
| Band 4 (Generic) | Role Specific |
| * Skills in managing time, planning, organising own work * Basic knowledge of personnel practices * Provide supervision and on job training | * Ability to manage content for Council’s website and social media platforms. * Ability to adapt to changes in the work area. |
| Interpersonal Skills | |
| Band 4 (Generic) | Role Specific |
| * Able to gain cooperation and assistance from clients, employees and public of well-defined activities * Skills in preparation of routine correspondence and reports | * High level interpersonal skills and the ability to communicate tactfully and diplomatically with all levels of staff, media and the public. * The ability to gain cooperation and assistance from team members, customer, members of the public and key stakeholders. * The ability to work as an effective member of a team to maximise the effectiveness and efficiency of the team. * The ability to prepare external correspondence and reports. * The ability to communicate effectively with media representative in a timely manner. * The ability to quickly determine the needs of customers and determine the most appropriate person to provide the information or advice. * The ability to maintain confidentiality and be sensitive to the needs of the customers. * The appropriate professional sensitivity to work in a political environment. |
| Qualifications & Experience | |
| * Tertiary qualifications in communications or marketing, multimedia or online communications, Public Relations or Journalism, or relevant experience in a communications environment with proven writing skills. * Excellent web content management skills and experience. * Social media experience in a professional environment. * Experience dealing with the media in a political environment. * Current Victorian Drivers Licence. | |
| Role Specific Selection Criteria | |
| * Tertiary qualifications in communications or marketing, multimedia or online communications, Public Relations or Journalism, or relevant experience in a communications environment with proven writing skills. * Excellent interpersonal skills and the ability to communicate tactfully and diplomatically with all levels of staff, media and the public. * Excellent web content management skills and experience. * Social media experience in a professional environment. * Excellent computer skills in all aspects of the Microsoft Office suite and associated programs. Experience with Adobe suite preferred but not essential. * Ability to prepare external correspondence and reports. * The ability to organise and manage own work with the capability to work independently, and to prioritise tasks. | |