

| POSITION DESCRIPTION | |
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| Title: | Media and Communications Cadet |
| Group: | Community Connections and Council Services |
| Reports to: | Manager Community Engagement and Activation Media Officer |
| Grade: | Trainee T7 to T10 |
| Hours: | 35 hours per week |
| Vehicle: | No |
| Position Code: | 70351 |
| Pre-placement Medical: | Low Risk – Not required |
| National Criminal Check: | Not Required |
| WCCC Check: | Not Required |
| Date Developed: | February 2019 |
| Position Purpose | |
| <p>To develop practical experience in media, communication and marketing within local government. To improve communication and engagement and positively contribute to the four principles that together form the focus of Council, namely the 4C's: Community, Councilors, Customer and Council.</p> | |
| Qualifications and Experience | |
| <i>(Minimum required/essential for success in the job)</i> | |
| <p><u>Essential:</u></p> <ul style="list-style-type: none"> • Undertaking a tertiary course in a relevant discipline including the successful completion of a minimum of eight (8) subjects. • Strong written and verbal communication skills, including researching, writing, editing, proof reading and adaptable to a range of projects and audiences. • Ability to develop rapport and engage with a diverse range of internal and external stakeholders to foster and sustain partnerships. • Self-motivated with the ability to learn new tasks quickly and troubleshoot. • An eye for detail and attention to accuracy. • Organised with the ability to multi-task and manage conflicting priorities. • Ability to work independently and also collaboratively as part of a team. | |

- Experience in contributing to improvements to a quality management system or suggestions for other business improvement.
- Ability to apply discretion and maintain confidentiality.

Desirable:

- Demonstrated work experience in a media or communications related position.
- Demonstrated work experience in social media content research and generation.

Main Activities/Tasks

Council operates on the principle of existing to provide benefits for our Community, Councillors, Customers and the Council itself – we call this the 4C's. This position is required to do everything they can to identify, develop, resource, provide, support and measure benefits to the 4C's.

Core Duties:

- Assist with the generation of content for Council's news stories in the form of written media releases, mayoral messages, photos and videos.
- Assist with preparation and development of corporate news and communications content.
- Assist the Social and Digital Media Officer with the development of content for Council's website, and social media channels, by sourcing / producing appropriate images, videos and graphics and maintaining a forward thinking content planner to ensure content aligns with other communication and engagement activities.
- Assist the Communications Officer with the production and dissemination of monthly electronic newsletters for external stakeholders.
- Assist the Communications Officer with the development of content on the Internal Intranet by working closely with staff across the organisation to ensure all information is up to date and relevant.
- Assist Communications, Engagement and Media colleagues with all media, communications and marketing related activities of Shellharbour City Council.
- Assist with other day to day administration, as and when required.

Additional Duties:

- Work closely with the Communications Officer to undertake the re-development of Council's internal staff intranet. Undertake additional projects associated with the internal intranet.
- Work closely with the Team Leader, Children's & Youth Services and the Communications Officer to develop and implement a framework and approach to ensure Council's communications effectively reaches and engages young people in the LGA.

- Assisting with the development of content for the Councillor portal and ensuring the portal is up to date, maintained and relevant at all times.
- Assist in the effective communication and marketing for Council's annual events program, including development of communications planning, preparation of speech notes, preparation of media releases and from time to time act as the onsite media liaison.

Work Health & Safety

- Required to take reasonable care of self and others in the workplace.
- Cooperate with all health and safety policies and procedures agreed to by management and employees.
- Report any unsafe conditions that are identified.
- Not bypass or misuse systems or equipment provided for WH&S purposes.
- Must participate in WH&S training as required and contribute to the identification of hazards and assessment of risks as required.

Accountability and Behaviours

- To ensure that they are accountable for their behaviours in the delivery of their duties noted in the position and other functions relating to their role.
- Follow Council policies and procedures.
- Work collaboratively within the team and across Council towards common goals.
- Develop and maintain positive and effective professional working relationships with community and customers.
- Contribute to a positive organisational culture.
- Continuous improvement – evaluate current activities and continuously look for ways to improve quality, effectiveness and efficiency.

Organisational Values

- Apply and demonstrate Council's Core Values of Collaboration, Accountability, Integrity, Respect and Sustainability.
- Apply and demonstrate the four principles that together form the focus of the organisation, namely the 4C's: Community, Councilors, Customer and Council.