

## POSITION DESCRIPTION

<b>Position Title</b>	Communications Officer
<b>Position No.</b>	881
<b>Position Status</b>	Permanent Full-Time
<b>Business Unit</b>	Chief Executive Officer
<b>Division</b>	Chief Executive Officer
<b>Classification</b>	Band 5
	Terms and conditions of employment are in accordance with the current Wellington Shire Council Enterprise Agreement
<b>Date Approved</b>	June 2020
<b>Approved By</b>	Chief Executive Officer

### WELLINGTON SHIRE COUNCIL VALUES

<b>Cooperation</b>	Working together, teamwork, collaboration and being solution-oriented.
<b>Integrity</b>	Acting with respect, honesty, reliability, trust, tolerance and understanding.
<b>Balance</b>	Demonstrating fairness, equity and flexibility. Consider work-life balance and balancing community needs against resources.
<b>Professionalism</b>	Personal development and meaningful work, being competent, innovative and courageous, focus on excellence and continuous improvement.

### POSITION OBJECTIVE

The Communications Officer is responsible for the development and delivery of a range of media and public relations services to Wellington Shire Council. The incumbent should demonstrate high levels of administrative, organisation, coordination and communication skills.

### ORGANISATIONAL RELATIONSHIPS

<b>Reports to</b>	Coordinator Communications and Media
<b>Supervises</b>	NIL
<b>Internal Liaisons</b>	All Council staff, Councillors
<b>External Liaisons</b>	Ratepayers and residents, media organisations, suppliers, Committees of Management, General Public, VIPs

## **DELEGATIONS/AUTHORISATION**

This position has no delegations / authorisation to exercise power as conferred by section 98(1) of the Local Government Act 1989 and other legislation referred to in [S6 Instrument of Delegation](#) to Members of Council Staff, [S7 Instrument of Sub-delegation](#) by the Chief Executive Officer to staff or [S11 Instrument of Appointment and Authorisation](#).

## **QUALIFICATIONS, EXPERIENCE, SKILLS AND KNOWLEDGE**

### **Accountability and Extent of Authority**

- Working within Council approved budgets.
- Production of various types of corporate communications.
- Drafting of communications for approval by Coordinator Media and Public Relations in line with Council policy.
- Increasing the awareness in the community of Council's role and services.
- Assisting in the review and implementation of strategic media and public relations initiatives.
- Undertaking media monitoring and analysis tasks.
- Providing media and public relations advice to staff.
- The freedom to act is governed by Council policies and objectives, guidelines and procedures, government legislation, and direction from the Coordinator Media and Public Relations.

### **Judgement and Decision Making**

- Operate under limited guidance in respect of media and public relations tasks within approved budget and work plans.
- Exercise initiative and judgement in addressing issues and the provision of advice on media and public relations.
- Highly developed evaluation and decision-making skills.

### **Specialist Knowledge and Skills**

- Strong written (journalistic) skills.
- Very good understanding of politics
- Excellent presentation skills.
- Analysis and problem solving skills.
- Advanced skills in the Microsoft suite of products; Adobe Creative Suite skills are an advantage.
- Proficient photography and multimedia skills
- Ability to coordinate the production of corporate documents and products.
- Ability to develop displays and presentations.

### **Management Skills**

- Excellent attention to detail with a proven ability to set goals, manage competing demands and fluctuating workloads.
- Ability to effectively contribute to a small team.

- Ability to contribute to the achievement of Council's strategic objectives.
- Superior time management and organisational skills.

### **Interpersonal Skills**

- Outstanding interpersonal and communication skills.
- Ability to build effective working relationships with a variety of internal and external stakeholders.
- Ability to negotiate and solve problems with a range of internal and external stakeholders.
- Strong communication skills both verbal and written, including the ability to communicate effectively on all levels.
- Proactive approach to dealing with arising organisational challenges.
- Proven ability to synthesize large amounts of information gathered from a variety of sources.
- A willingness to learn.

### **Qualifications and Experience**

- Tertiary qualifications in Communications, Journalism, Public Relations, Multimedia or equivalent relevant work experience.
- Experience in developing written content for print, online platforms and speeches.
- Strong knowledge of and interest in politics.
- Experience gathering quality imagery for still photography and video.
- Sound knowledge of media liaison.
- Previous experience in relationship management.
- Ability to adapt quickly to changing circumstances and competing priorities.
- Sound experience working within a budget.
- Knowledge of issues relating to the local government sector in Australia.
- Experience in the development of public relations strategies and programs.

**The ability to obtain and maintain the following qualifications, registrations, certifications:**  
N/A.

## PEOPLE - RESPONSIBILITIES

Developing people, assigning work, setting work environment, monitoring performance, developing own and team's accountabilities.

- Encourage and maintain positive working relationships with all colleagues to ensure a professional and collaborative working environment.
- Support colleagues and coordinator/supervisor as required to achieve overall team goals, Corporate Performance Indicators (CPIs), service levels and other targets.
- Work in a manner that ensures adherence to Council policies and Occupational Health and Safety requirements incl. task analyses (if applicable).

## OPERATIONAL - RESPONSIBILITIES

Developing technical knowledge, monitoring technical systems, managing stakeholder relationships.

- Effectively see all tasks through to completion in line with individual CPIs, service levels and other targets.
- Work within agreed plans, policies and processes including safe work practices.
- Identify and report opportunities for increasing efficiency and/or effectiveness as per Wellington Excellence to ensure continuous improvement.
- Demonstrate a commitment to effective internal and external customer service.
- Maintain currency of technical skills and knowledge to ensure work is performed as per the requirements of the role.
- Maintain complete and accurate records of all work related activities including documentation and administration as per the Council's records management policy and adherence to the written style guide.
- Be familiar with and understand the strategic and operational risks relating to your business unit, advise supervisors of any new risks you may identify, and provide input, assistance and advice where applicable.

## SCHEDULING - RESPONSIBILITIES

Aligning strategy to team outputs preparing plans, reporting on performance against plans, managing budget, planning and allocating resources, scheduling team's work.

- Regularly monitor and report on work and activity progress against individual and team corporate performance indicators and project targets.
- Understand the contribution of own work towards the achievement of team, business unit and strategic organisational goals.
- Assist with emergency related functions, by mutual agreement, in the event that the Municipal Emergency Management Plan (MEMP) is enacted, including the provision of emergency response, relief and recovery services to the community.

## POSITION SPECIFIC – RESPONSIBILITIES

- Provide a proactive and responsive media service in accordance with CPIs and council policy to ensure that relevant stakeholders are informed of issues in an appropriate and timely manner.
- Prepare and distribute materials for the Mayor and Councillors to present to the community, including speeches, introductions and reports in accordance with CPIs.
- Maintain, enhance and monitor all media channels in accordance with CPIs to ensure that the Corporate Management Team and Councillors are aware of impacting or emerging issues.
- Attend Council and community events to gather photographs and video to promote Council activities.
- Assist in the organisation of some Council events.
- Assist in the production of multimedia presentations for social media channels.
- Work with the Communications team to develop and execute community engagement strategies.
- Research and write the weekly Wellington News newspaper advertisement.
- Be willing to assist in any other Communications task.