

# POSITION DESCRIPTION

<b>Position Title:</b>	Communications Officer (Projects) PN 5462		
<b>Position Type:</b>	Permanent Full-time		
<b>Department:</b>	Community Partnerships		
<b>Date Approved:</b>	May 2024		
<b>Hours per week:</b>	35	<b>Award Classification:</b>	Band 3, Level 1
<b>FTE</b>	1.0	<b>Salary Classification</b>	Grade 4

## Position Purpose

Work in the Communications Team to:

- Inform the community and staff about Council's projects, initiatives and decision-making,
- Promote and improve Council's reputation, and
- Enhance community understanding of Council's role, services, and achievements.

## Key Accountabilities

- Work with the Communications Team to develop, implement and monitor communications campaigns based on briefs from internal stakeholders.
- Project manage communications plans from start to finish.
- Create interesting and effective content suitable for use in a variety of platforms.
- Distribute and monitor content across a range of channels including:
  - our websites,
  - social media,
  - print and EDM newsletters,
  - traditional media and
  - marketing platforms.
- Use data and analytics to evaluate and improve communication tools and methods.
- Report and debrief on communication results with relevant stakeholders.
- Assist in building skills and capacity within the organisation by providing advice and support.
- Identify trends and make recommendations on innovations in technology, skills and best practice that could enhance service delivery.
- Perform out of hours work as required, including attending community and council meetings and events.

## Additional Duties

A range of additional and specialist duties will be negotiated as relevant. These will be documented in individual workplans and may include:

- Work with other departments to source stories and identify potential communications risks and opportunities.
- Playing a key role in the implementation of Council's communications strategies, procedures, and toolkit.
- In partnership with internal stakeholders, develop and evolve communications plans to deliver the strongest audience impact.
- Prepare and deliver high quality, accessible communications collateral, including quality control, proof reading and Plain English edits of materials.

- Work with digital design tools for graphic creation and layout
- Deliver small to large audio, video, and photography projects.
- Support the creation, promotion, and delivery of Council events.
- Maintain editorial control of Council websites and social media channels and manage content contribution.
- Build relationships and establish positive working partnerships with key stakeholders
- Monitor media environments, advising key staff and stakeholders of emerging issues with the potential to impact on Council.
- Ensure all materials utilise the approved Council branding.
- Other duties that may arise at the direction of the Communications Manager that are consistent with the level of competencies of the positions, including relieving for other team members.

## Core Competencies (Knowledge Skills and Experience)

### Qualifications

- Tertiary qualifications in a relevant field such as communications, marketing, public relations, journalism, advertising or a related field and/or significant demonstrated experience in lieu of formal qualifications
- Current NSW driver's licence

**Note:** All licenses/tickets stated in the position description must be current/valid during the duration of your employment. Should there be a change in status it is the employee's responsibility to notify Council as soon as practicable.

### Skills and Experience

We would like candidates to demonstrate:

- Recent experience in a team environment in communications, media or marketing or related fields.
- Recent experience developing and implementing communication plans and strategies.
- Highly developed written and verbal communication skills.
- Strong relationship building, negotiation and persuasive skills.
- Excellent interpersonal skills with the ability to work with staff from all levels of the organisation and a consultative approach to the workplace and community.
- Strong judgement and problem solving in communicating information to an audience.
- Commitment to the provision of quality communications products and audience engagement
- Good time management and organisational skills with an ability to prioritise multiple tasks and projects to achieve performance objectives within a deadline driven environment.
- Success working with minimum supervision and as part of a multi-disciplinary team.
- Skills in independent research, investigation and analysis, including presenting findings verbally and in writing.

### Specialist Skills (These will be aligned with individual workplans as relevant)

We would like candidates to demonstrate:

- Recent experience creating content for websites and social media.
- Recent experience manipulating and reworking content for different publication formats and audiences.
- Exceptional writing skills and experience translating complex information into engaging content.
- Understanding of analytics, evaluation tools and audience metrics for digital communications and engagement.
- Knowledge of current and emerging trends in online communications.

## Desirable Skills

Ideally candidates will demonstrate:

- Competence in graphic design and video creation using Adobe or other suitable software.
- Hands-on experience using a CMS and digital communications tools including Falcon, HootSuite, MailChimp, the Adobe Suite and digital democracy platforms like Granicus.
- Event and project management skills

## Values

Kempsey Shire Council's values are at the core of our work. It is expected that your conduct will reflect Council values, and your commitment to these values will be central to your successful performance as an employee.

Value	Expected behaviour
Passion	<ul style="list-style-type: none"><li>• We approach our work with enthusiasm and drive to make a difference</li><li>• We inspire others with our thirst for excellence</li><li>• We take pride in the customer service we deliver</li></ul>
Integrity	<ul style="list-style-type: none"><li>• We act ethically and honestly and work to build the trust and confidence of the community and staff</li><li>• We act with pride and respect while being loyal and accountable</li></ul>
Innovation	<ul style="list-style-type: none"><li>• We challenge the status quo and are prepared to take risks, to achieve creative and efficient solutions</li><li>• We promote and deliver change in the way we work</li></ul>
Communication	<ul style="list-style-type: none"><li>• We ensure open communication for all</li><li>• We openly and proactively listen and provide information</li></ul>
Respect	<ul style="list-style-type: none"><li>• We consider workmates, community, the workplace and environment</li><li>• We treat people as we would like to be treated</li></ul>
Collaboration	<ul style="list-style-type: none"><li>• We seek what is best for the team, not what is best for the individual</li><li>• We work together to achieve a shared vision</li><li>• We are connected with and care for each other</li><li>• We encourage and pay attention to those around us</li></ul>

## Supervision Received

This role reports to the Communications Manager.


## Supervision Exercised

NIL

## Position Description Endorsement

### People and Culture Authorisation

Position Description reviewed and approved by:

People and Culture Representative:	
Position Title:	People and Culture Advisor
Date:	31 May 2024

### Role Authorisation

«InternalApprovalSignature\_tag»

### Role Acceptance

I have read and understood the content of the Position Description for my role. I will undertake the responsibilities and behaviour required of me and expect to be held accountable for work performed in accordance with this role.

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