Position Description

Communications Officer

(Part time)

Classification	Level 4/5
Status	Part-Time (0.5FTE)
Reports to	Senior Communications Officer
Position Objective	To develop and deliver effective communications and content that support the goals, services and reputation of the Town of Bassendean. This includes informing, engaging and building trust with residents, stakeholders and employees through a range of digital and traditional channels.
Last Review Date	8/7/2025

About the Team

The CEO Office is responsible for providing executive, administrative and research support for the CEO, Mayor and Councillors. We provide expertise in strategy and local government regulatory frameworks, strive for leadership in good governance and actively collaborate with other teams to achieve the Town's priorities.

HOME BY THE SWAN

Role Responsibilities

Communications and Media
- Develop draft communications plans for corporate priorities, programs and events to maximise awareness, readership and engagement.
- Implement approved communications plans.
- Prepare high-quality written content including newsletters, social media posts, fact sheets, brochures, web copy and speeches.
- Monitor the shared communications inbox, prioritise and action items as required.
- Provide advice, support and assistance to staff and managers across the Town relating to communications and marketing activities and associated procedures and standards.

Branding and Publications
- Assist with design (either internally or with assistance of a graphic designer) of the Town's external facing documents as required.
- Draft, edit, proof and design the Town's external corporate and marketing communications, ensuring quality, accuracy, timeliness and compliance with the Town's style guide.

Community Engagement
- Support community engagement activities by promoting public consultations, surveys, and feedback opportunities through various communication channels.

Digital and Social Media
- Monitor the performance and content updates of the Town's website.
- Work with internal stakeholders to ensure that information on the website is up-to-date, accessible, meets user needs, and is optimised for useability and SEO, within budget constraints.
- Create, schedule and monitor social media content on the Town's Facebook, Instagram and LinkedIn pages and respond to social media enquiries as required.
- Create and implement social media strategies to increase engagement, reach, and community interaction.
- Collate content, format and distribute e-newsletters and email campaigns to communicate with residents, stakeholders, and other community groups.
- Monitor performance of digital campaigns using analytics and provide recommendations for improvement.

Workplace Health and Safety
- All workers must demonstrate a strong commitment to work health, safety, and wellbeing by taking care/action to ensure own safety and the safety of others by complying with WHS legislative requirements as well as Town of Bassendean policies, procedures, guidelines, instructions, and safety management systems.

Other Job Requirements

The Town will assess applications and suitability against the above role responsibilities, leadership capability requirements and other requirements below.

Qualifications
- Tertiary qualifications in Communications, Public Relations, Journalism, Marketing or a related discipline or significant relevant work experience.

Agreement

The details contained in this document are an accurate statement of duties, responsibilities and other requirements of the job.

As the **employee**, I have reviewed and accept the statement of duties.

Name	Signature	Date	Checked by HR

As the **Manager** I have reviewed and confirm this is a current and relevant document.

Name	Signature	Date	Checked by HR

Essential Criteria

Knowledge, Skills, and Abilities
- Demonstrated high level written communication skills, with ability to produce engaging content for print and digital media channels.
- Demonstrated experience in Canva, MailChimp and MS Office applications.
- Strong organisation and time management skills, ability to manage competing demands, and meet tight deadlines.
- High level of attention to detail, with experience in editing and proofreading.
- Excellent interpersonal skills and the ability to build and maintain effective relationships.
- Ability to work both independently and collaboratively within a small team.

Desirable
- Demonstrated experience producing and/or coordinating graphic design, with a knowledge of design principles and print processes.
- Previous experience within Local Government or public sector.
- Possession of a Class C Drivers' Licence.

Capability Requirements

The following Capability Framework describes 16 capabilities across five core groups. Together the capability groups set out the core knowledge, skills, abilities and other attributes expected of this position.

1. Personal Attributes

Manage Self *Show drive and motivation, an awareness of strengths and weaknesses, and a commitment to learning*	✓ Demonstrates motivation to serve the community and organisation ✓ Initiates team activity on organisation/unit projects, issues and opportunities ✓ Seeks and accepts challenging assignments and other development opportunities ✓ Seeks feedback broadly and asks others for help with own development areas ✓ Translates negative feedback into an opportunity to improve
Display Resilience and Adaptability *Express own views, persevere through challenges, and be flexible and willing to change*	✓ Is flexible and readily adjusts own style and approach to suit the situation ✓ Adjusts tactics or priorities in response to changes in the organisational environment ✓ Gives frank, honest advice, even in the face of strong, contrary views ✓ Accepts criticism of own ideas and responds in a thoughtful and considered way ✓ Welcomes challenges and persists in raising and working through difficult issues ✓ Shows composure and decisiveness in dealing with difficult and controversial issues
Act with Integrity *Be honest, ethical and professional, and prepared to speak up for what is right*	✓ Models ethical behaviour and reinforces it in others ✓ Represents the organisation in an honest, ethical and professional way and sets an example for others to follow ✓ Promotes integrity, courage and professionalism inside and outside the organisation ✓ Monitors ethical practices, standards and systems and reinforces their use ✓ Proactively addresses ethical and people issues before they magnify
Demonstrate Accountability *Take responsibility for own actions, commit to safety, and act in line with legislation and policy*	✓ Is prepared to make decisions involving tough choices and weighing of risks ✓ Addresses situations before they become crises and identifies measures to avoid recurrence ✓ Takes responsibility for outcomes, including mistakes and failures ✓ Coaches team members to take responsibility for addressing and resolving challenging situations ✓ Oversees implementation of safe work practices and the risk management framework

2. Relationships

Communicate & Engage *Communicate clearly and respectfully, listen, and encourage input from others*	✓ Presents with credibility and engages varied audiences ✓ Translates complex information concisely for diverse audiences ✓ Creates opportunities for others to contribute to discussion and debate ✓ Demonstrates active listening skills, using techniques that contribute to a deeper understanding ✓ Is attuned to the needs of diverse audiences, adjusting style and approach flexibly ✓ Prepares (or coordinates preparation of) high impact written documents and presentations
Community & Customer Focus *Commit to delivering customer and community focused services in line with strategic objectives*	✓ Demonstrates a thorough understanding of the interests, needs and diversity in the community ✓ Promotes a culture of quality customer service ✓ Initiates and develops partnerships with customers and the community to define and evaluate service outcomes ✓ Ensures that the customer is at the heart of business process design ✓ Makes improvements to management systems, processes and practices to improve service delivery ✓ Works towards social, environmental and economic sustainability in the community/region
Work Collaboratively *Be a respectful, inclusive and reliable team member, collaborate with others, and value diversity*	✓ Builds a culture of respect and understanding across the organisation ✓ Facilitates collaboration across units and recognises outcomes resulting from effective collaboration between teams ✓ Builds co-operation and overcomes barriers to sharing across the organisation ✓ Facilitates opportunities to develop joint solutions with stakeholders across the region and sector ✓ Models inclusiveness and respect for diversity in people, experiences and backgrounds
Influence & Negotiate *Persuade and gain commitment from others, and resolve issues and conflicts*	✓ Builds and maintains professional relationships inside and outside the organisation ✓ Makes a strong personal impression and influences others with a fair and considered approach ✓ Establishes a negotiation position based on a firm grasp of key issues, likely points of difference and areas for compromise ✓ Identifies key stakeholders and tests their level of support in advance of negotiations ✓ Uses humour appropriately to enhance professional relationships and interactions ✓ Pre-empts and minimises conflict by working towards mutually beneficial outcomes

3. Results

Plan & Prioritise *Plan and organise work in line with organisational goals, and adjust to changing priorities*	✓ Ensures business plans and priorities are in line with organisational objectives ✓ Uses historical context to inform business plans and mitigate risks ✓ Anticipates and assesses shifts in the environment and ensures contingency plans are in place ✓ Ensures that program risks are managed and strategies are in place to respond to variance ✓ Implements systems for monitoring and evaluating effective program and project management
Think & Solve Problems *Think, analyse and consider the broader context to develop practical solutions*	✓ Is able to draw on wide-ranging interests and experiences when facing new challenges ✓ Thinks broadly about the root of problems before focusing in on the problem definition and solutions ✓ Is able to discuss issues from different angles and project impacts into the future ✓ Considers the broader context when critically analysing information and weighing recommendations ✓ Involves diverse perspectives in testing thinking and solutions
Create & Innovate *Encourage and suggest new ideas and show commitment to improving services and ways of working*	✓ Encourages independent thinking and new ideas from others ✓ Draws on developments and trends in the industry and beyond to develop solutions ✓ Supports experimentation and rapid prototyping to test and refine innovative solutions ✓ Develops/champions innovative solutions with long standing, organisation-wide impact ✓ Explores creative alternatives to improve management systems, processes and practices ✓ Contributes own knowledge and experience to staff training and development sessions
Deliver Results *Achieve results through efficient use of resources and a commitment to quality outcomes*	✓ Sets high standards and challenging goals for self and others ✓ Delegates responsibility appropriately and provides support ✓ Defines what success looks like in measurable terms ✓ Uses own professional knowledge and the expertise of others to drive results ✓ Implements and oversees quality assurance practices

4.   Resources

Finance *Be a responsible custodian of council funds and apply processes in line with legislation and policy*	✓ Ensures the design/delivery of services is within budget ✓ Explains the organisation's financial drivers to others in plain language ✓ Evaluates strategic business cases including the relative cost benefits of direct provision or purchase of services ✓ Models the highest standards of financial probity, demonstrating respect for public monies and other resources ✓ Promotes the role of sound financial management and its impact on long term financial sustainability ✓ Seeks and applies specialist financial advice to inform decisions
Assets & Tools *Use, allocate and maintain work tools appropriately and manage community assets responsibly*	✓ Considers council and community assets in the design/delivery of services ✓ Facilitates and monitors appropriate deployment of assets and tools in line with community priorities ✓ Implements and monitors compliance with asset management and maintenance plans and policies
Technology & Information *Use technology and information to maximise efficiency and effectiveness*	✓ Implements appropriate controls to ensure compliance with information and communications security and use policies ✓ Implements and monitors appropriate records, information and knowledge management systems ✓ Seeks advice from technical experts on leveraging technology to achieve organisational outcomes ✓ Stays up to date with emerging technologies and considers how they might be applied in the organisation
Procurement & Contracts *Understand and apply procurement processes to ensure effective purchasing and contract performance*	✓ Ensures that organisational policy on procurement and contract management is implemented ✓ Applies knowledge of procurement and contract management risks to decisions ✓ Ensures others understand their obligations to manage and mitigate risks in procurement ✓ Implements effective governance arrangements to monitor provider, supplier and contractor performance ✓ Represents the organisation in resolving disputes with suppliers and contractors