



POSITION DESCRIPTION

Position Title	Media and Communications Advisor	Classification	Band 6
Directorate	Corporate Services	Department	Communications, Engagement and Customer
Direct Reports	None	Date	August 2026
Reports to	Team Leader Strategic Communications		

ORGANISATIONAL CONTEXT

Cardinia Shire Council is committed to building a sustainable shire for present and future generations to enjoy. Council plays an important role in supporting the community by delivering a wide range of services that enhance the wellbeing of residents now and into the future.

To support the delivery of these services, Council is focused on building a skilled and professional workforce with the capability to respond to current priorities and future challenges. Employees are expected to contribute to high-quality service delivery, demonstrate sound professional judgement, and work collaboratively to achieve positive outcomes for the community.

Council is committed to providing a safe, inclusive and supportive working environment that enables employees to perform at their best while contributing to the achievement of Council's strategic objectives.

POSITION OBJECTIVES

The Media and Communications Advisor plays a key role in shaping and delivering strategic, innovative communication initiatives that enhance public awareness of Council's programs, services, and facilities. With a strong grasp of media dynamics, this role fosters relationships with local and metropolitan outlets to build trust, ensure transparency, and promote a positive image of Council

KEY RESPONSIBILITIES AND DUTIES

Key responsibilities include, but are not limited to:

- Draft, edit, and coordinate content for media releases, newsletters, social media, website updates, advertisements, and other communication materials.
- Manage media responses and statements, and liaise with local and metro media to highlight Council's support for the Cardinia Shire community, while fostering and strengthening Council's relationships with the media.
- Support the team's media monitoring activities, providing regular updates on media issues and coverage, and producing reports using relevant media monitoring services.
- Attend events including project launches, ministerial visits and other media opportunities where required.
- Assist in crisis communications as needed, ensuring timely and accurate messaging.
- Collaborate with internal departments and the Communications, Engagement and Customer team to identify and promote Council initiatives, services, and achievements.
- Contribute to the development of content for Council publications and internal communications.
- Plan and prepare speeches for Council-hosted or attended events.

- Capture high-quality photography and videography where required to support Council programs, events, and promotional activities.
- Provide support with website updates when required.
- Support the maintenance of digital content libraries where required to ensure easy access to up-to-date media assets.
- Provide support at community engagement activities where required.

POLICY AND PROCEDURE COMPLIANCE

- Adhere to (and promote) HR, IT, OH&S/Risk Management policies, procedures and practices.
- Demonstrate understanding and accountability for record keeping policy including the accuracy and capture of data, the sensitivities involved and the release and destruction of documents.

OCCUPATIONAL HEALTH & SAFETY RESPONSIBILITIES

- Take reasonable care for the health and safety of yourself and others in the workplace, ensuring we provide and maintain a working environment that is safe and without risk to the health of employees, contractors, visitors and the general public, as far as is reasonably practicable.
- Ensure all legislative and regulatory responsibilities are addressed and met in relation to occupational health and safety.
- Responsible for ongoing consultation with employees, employee health and safety representatives and supervisors to identify and eliminate hazards and risks in the workplace.
- Ensure hazards, incidents, near misses and injuries are reported immediately and recorded within the appropriate system.
- Actively participate in the planning and execution of Return-to-Work plans as required.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Act in accordance with position objectives, with regular reporting to ensure adherence to position goals and objectives.
- Making operational decisions within the scope of work allocated.
- Accountability for the quality, accuracy and effectiveness of work produced.
- Formal input into policy development within their area of expertise and/or management.
- In positions where the prime responsibility is for resource management, the freedom to act is governed by policies, objectives and/or budgets, with a regular reporting mechanism to ensure achievement of goals and objectives.
- In positions where the prime responsibility is to provide specialist advice to clients or to regulate clients, the freedom to act is subject to regulations and policies and regular supervision. The effect on individual clients of decisions and actions may be significant but is usually subject to appeal or review by more senior employees.

JUDGMENT AND DECISION MAKING

- Operate in a specialised environment with methods, procedures and processes developed from theory or precedent.
- Problem solving may involve the application of these techniques to new situations.
- The work may involve improving and/or developing methods and techniques generally based on previous experience.
- Exercise judgement, considering operational requirements, utilising existing policies and procedures, relevant legislation and the Enterprise Agreement to make decisions, with review from more senior employees.
- Work involves the application of improvement suggestions, recommendations and problem solving.
- Guidance and advice is usually available however, the incumbent must display significant independent ability and knowledge when making decisions.

SPECIALIST KNOWLEDGE AND SKILLS

- Proficiency in the application of a theoretical or scientific discipline including the underlying principles as distinct from practices.
- Demonstrate initiative in managing work outcomes, opportunities, and challenges.
- Demonstrate specialised analytical and problem-solving skills to continuously improve the customer experience whilst utilising council resources efficiently.
- An understanding of the long-term goals of the wider organisation and of its values and aspirations and of the legal and political context in which it operates.
- Possess a working knowledge of systems and protective factors around keeping children and young people safe including child first and child protection reporting/services including Child Safe Standards.
- Capable of producing sound and confident decisions and solutions within critical timelines.
- Manage business unit operational budget within set parameters and delegation of authority.
- Data analysis and report writing, with a strong attention to detail.

INTERPERSONAL SKILLS

- Ability to gain cooperation and assistance from clients, members of the public, other employees in the administration of well-defined activities and in the supervision of other employees where appropriate.
- Ability to liaise with counterparts in other organisations to discuss specialist matters and within the organisation to resolve intra-organisational problems.
- Demonstrate self-awareness and a commitment to personal growth.
- Display resilience and agility in a changing work environment.
- Possess excellent communication (written and verbal) and interpersonal skills with the ability to clearly articulate and present information as required.
- Proven ability to build and maintain productive and respectful relationships and partnerships.
- Ability to work effectively as part of team to deliver positive organisational outcomes.
- Proven ability to maintain high levels of confidentiality.
- Effective customer service skills, with a strong desire to provide helpful and accurate advice and assistance to staff.

MANAGEMENT SKILLS

- Ability to make independent decisions, good judgement and work with autonomy, initiative, and minimum supervision.
- Managing time, setting priorities, planning and organising own work and where appropriate other employees, so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Contribute to a collaborative and innovative values-based culture.
- Foster innovation and make suggestions to improve work practises and processes.

QUALIFICATIONS AND EXPERIENCE

- Degree or Diploma in Communications, Journalism or Marketing, with several years subsequent relevant experience OR lesser formal qualifications and extensive experience in Communications and interpersonal skills with the ability to clearly articulate and present information as required.
- Experience using a range of digital publication and content management systems.
- A current Victorian driver's licence.

KEY SELECTION CRITERIA

- Exceptional written and verbal communication skills.
- Experience in media management and liaison activities.
- Communication, negotiation and interpersonal skills with the ability to clearly articulate and present information as required.
- Proven experience in producing creative and strategic communication materials for internal or external audiences.
- Able to make sound decisions based on experience and good judgement.
- Ability to deal effectively, diplomatically and confidentially with enquiries and concerns.
- Effective customer service skills, with a strong desire to provide helpful and accurate advice and assistance to employees.

CONDITIONS OF EMPLOYMENT

Terms and conditions of employment are in accordance with the Cardinia Shire Council Enterprise Agreement 2024 and Cardinia's policies and procedures.

Tenure

This is a full-time maximum term position.

Pre-employment checks

All appointments are subject to a National Police Record Check, pre-employment medical check, and a six-month probationary period (new employees only). Certain positions may also require a Financial Background Check, Traffic Check or Working with Children Check.