



# POSITION DESCRIPTION

Media & Public Relations Officer

## MEDIA & PUBLIC RELATIONS OFFICER

<b>POSITION TITLE:</b>	Media & Public Relations Officer
<b>POSITION NUMBER:</b>	1004
<b>AWARD:</b>	Queensland Local Government Industry (Stream A) Award – State 2017
<b>AWARD CLASSIFICATION:</b>	4-6
<b>REPORTS TO:</b>	Chief Executive Officer
<b>DEPARTMENT:</b>	Chief Executive Officer
<b>LAST REVIEWED:</b>	September 2021

### ABOUT US

Our communities are famous throughout Australia for being the friendliest in North West Queensland. Our towns are well serviced, our natural resources are used wisely, our local economy is diverse and strong, and the local government administration works collaboratively with us to achieve our aspirations.

### Our Commitment

We inspire people to create a better future.

### We Value



Honesty



Integrity



Accountability

### Our Vision

Whether you live here or visit, you will see how much we value our natural beauty, how connected our communities are, and how balanced growth makes this the best place in the world.

### OBJECTIVE OF THIS ROLE

The Media and Public Relations Officer is a dynamic position that is key to driving engagement with the media and community about Council matters. As the main point of contact for Council's media and communications, this position is responsible for building and sustaining a positive image for Cloncurry Shire Council.

This role sits within the Executive Department; however, works in partnership with other Council divisions and external stakeholders to drive communication and advocacy about Council and local matters, which enhances Council's corporate image and delivers positive economic and community outcomes that align with Council's corporate goals.

The Media and Public Relations Officer is responsible for the promotion of Council and its services, both internally and externally, through the effective use of media and stakeholder engagement strategies. The role provides support to the Mayor, Councillors, Executive Leadership Team, Managers, and other relevant stakeholders. The role helps coordinate and deliver proactive communication material, underpinned by key messages, that are reinforced through media engagement and responses to media enquiries.

### REPORTING LINES

The Media & Public Relations Officer reports to the Chief Executive Officer.



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Media & Public Relations Officer

This position works closely Mayor, Councillors, internal and external stake holders.

## GENERAL DUTIES AND RESPONSIBILITIES

The Media and Public Relations Officer is a key member of our team. The position is responsible for effective engagement, to enhance the customer experience, through targeted and responsive media and communications.

The position drives the delivery of strategic media engagement and public relations outcomes, reinforcing Council's Operational and Corporate Plans.

The role aims to sustain and improve stakeholder relationships by bridging communication gaps between the local community and Council operations.

In addition, the position will be responsible for the following:

- Create and publish media and social media content to drive engagement with the community and key stakeholders.
- Monitor media and social media to gauge community sentiment about Council issues.
- Establish and maintain positive relationships with local, regional and metropolitan media, and other key stakeholders.
- Respond to media queries and requests for interviews in collaboration with relevant Council staff.
- Review, develop and implement strategy, policy and procedures that support effective engagement through targeted and responsive media and communications.
- Review, edit and value-add to corporate and communication documents to ensure a consistent standard across brand, tone, and language.
- Submit required reports and attend meetings, maintaining confidentiality at all times.
- Perform, as directed, other duties that are within the limits of the incumbents' skill, competence and training.

This position will work on the following requirements in consultation with the Chief Executive Officer:

- Identify and manage potential media and communication issues and reputational risks by developing suitable strategies.
- Monitor media coverage and provide relevant reporting to manage crisis situations, measure the effectiveness of campaigns and inform content.

Given the nature of this role, the appointed officer will need to be willing and available to work outside normal working hours, including weekends and public holidays as required.

## KEY RESPONSIBILITIES IN THIS ROLE

Outlined below are the general day-to-day duties and responsibilities of the position – this is not all-encompassing:

### Communications

- Identify audience segments and mobilise communication methods and media types (print, social media, video, etc) that will connect with audiences.
- Produce, collate and edit content for Council's key publications and communications, including newsletters (printed and digital), public notices, and communication material for the Mayor (i.e. speeches, lobbying documents).
- Develop communication material across Council's operations including:
  - Promote Council initiatives, community events and corporate partnerships.
  - Promote the day-to-day operations and how they may impact the community.
  - Profile and promote 'good news' stories and campaigns.
  - Highlight local employment initiatives and interactions with local contractors delivering Council projects.
- In conjunction with Council senior management team, analyse Council activities and community needs and promote and stimulate community involvement through positive communication.
- Identify and review corporate media policies and guidelines and ensure compliance with relevant legislation and codes of practice.



# POSITION DESCRIPTION

Media & Public Relations Officer

- Lead and monitor the implementation of Council's style guide for all external and internal communications materials. Collaborate with other departments to ensure brand consistency and key messages.
- Keep the Chief Executive Officer and Mayor appropriately and adequately informed on the current state of activities in the Shire. Highlight, in advance, any points likely to influence Council operations or relations with ratepayers and/or the public.
- Set specific objectives and report on ROI.

## Local Disaster Communications

*The Media and Public Relations Officer for Cloncurry Shire Council is an advisor for the Local Disaster Management Group (LDMG), in the role of LDMG Public Information Officer.*

- Plan and produce media material to prepare the community for disasters/disaster seasons.
- Assist the LDMG Chair and Coordinator in planning, developing and executing disaster and emergency communication.

## Media

- Develop and maintain strong professional relationships with media networks.
- Develop and distribute proactive media opportunities in consultation with the Mayor, Executive Leadership Team (ELT), managers and Council business units.
- Manage media enquiries and requirements.
- Provide media advisory services and produce media releases.
- Preparation of articles and stories for specialist corporate publications.
- Coordinate specialist media familiarisations/media opportunities as required.
- Proactively seek placement of targeted Council news in local and state media and special interest publications.
- Produce and maintain media materials including photography and videography.

## Multi-Media

- Communicate organisational information and key messages through creative and engaging materials.
- Coordinate the implementation of improved functionality and design of the corporate websites.
- Manage Council's website, ensuring the content is current, accurate and well-presented.
- Manage Council's social media presence and associated digital platforms, ensuring strong engagement through continual improvements and innovations. Generate, edit and publish engaging content daily.
- Stay up to date with current technologies and trends in social media, design tools and applications.
- Take and edit photos and videos of local events, tourism landmarks, infrastructure projects, occasions and others as required.

## Public Relations and Stakeholder Engagement

- Proactively pursue media opportunities and relationships across media networks including broadcast, digital platforms, print, etc.
- Proactively seek new opportunities for Council to communicate and promote strategies, policies, and achievements.
- Provide advice and assistance regarding community and stakeholder engagement with targeted and applied communications strategies.



# POSITION DESCRIPTION

Media & Public Relations Officer

Outlined below are additional duties and responsibilities of the position. The delivery of these will be subject to the incumbent's skills and experience, and as such, Council is willing to support this role to work up to the delivery of the following:

## Communication

- Development and implementation of media and public relations schedules.
- Implementation of crisis management communications and strategies to convey accurate facts and data to stakeholders and the wider community in order to prevent or minimise negative publicity that could adversely affect the success of Council.
  - Identify and analyse sensitive and contentious issues and develop and implement appropriate strategies and responses for Council.
  - Monitor media and social media channels to identify emerging issues and implement effective strategies to ensure positive outcomes.
- Secure financial assistance for Council operations and projects through researching grant applications and funding opportunities.

## Multi-Media

- Design and implement social media/digital platform strategy to align with corporate goals.
- Monitor and improve SEO and digital/web traffic metrics.

## Public Relations and Stakeholder Engagement

- Suggest and implement new features to develop brand awareness.
- Develop, implement, and monitor public relations programs and strategies to further enhance the public's awareness and perception of Council's operations and facilities.

## ABILITIES, SKILLS AND KNOWLEDGE REQUIRED

- An energetic and positive attitude.
- High level of written, verbal, and interpersonal communication skills.
- Flexibility to deal with emerging matters in a timely manner.
- Well-developed time management skills.
- Experienced in social media (i.e. Meta Business Suite, Facebook, Instagram, LinkedIn, YouTube) content creation and management.
- Excellent copywriting skills.
- Ability to deliver creative content (text, image, and video, etc.) and familiarity with creative design tools (i.e. Adobe Photoshop or InDesign, Canva etc.).
- Familiarity with web design.
- Problem solving skills.
- Ability to multi-task and effectively prioritise tasks.
- Solid knowledge of SEO, keyword research and Google Analytics.
- Knowledge of marketing and commercial channels.



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Media & Public Relations Officer

## KEY SELECTION CRITERIA

- Excellent verbal and written communication skills.
  - Demonstrated experience delivering efficient and effective communication that aligns with key messages and corporate goals.
  - Demonstrated experience creating and delivering media releases, social media content and other corporate communication material to a high standard.
  - Experience transforming complex and/or technical material into succinct, engaging content for media, social media, websites, newsletters, and promotional materials.
  - Excellent interpersonal skills. Capability to problem-solve and work strategically and collaboratively with a wide range of people including media, councillors and council staff, members of the community, and other key stakeholders.
  - Ability to work successfully in a fast-paced environment, meeting tight deadlines and managing competing priorities.
  - Demonstrated experience setting goals and taking initiative to achieve them.
- Interest in creative design or photography/videography or television/film production.

## QUALIFICATIONS, EDUCATION AND LICENCES REQUIRED

### Mandatory:

- Current Police Clearance
- Current unrestricted class driver's licence
- Working with Children (Blue Card)
- Previous Experience working in similar position

### Desirable:

- Tertiary qualifications in media and/or communications is desirable.
- Diploma / Degree qualifications in media, marketing, communications, or relevant field is desirable.
- Experience working with local government is desirable.

## WORKPLACE HEALTH & SAFETY OBLIGATIONS



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Media & Public Relations Officer

All Cloncurry Shire Council Officers have an obligation to uphold workplace health and safety due diligence when working for the Council, Under Section 27 of the *Work Health and Safety Act 2011*("Act")

**To ensure that the person conducting the business or undertaking:**

1. to acquire and keep up-to-date knowledge of work health and safety matters
2. to gain an understanding of the nature of the operations and generally of the hazards and risks associated with those operations
3. has available for use, and uses, appropriate resources and processes to eliminate or minimise risks to health and safety from work carried out as part of the conduct of the business or undertaking
4. has appropriate processes for receiving and considering information regarding incidents, hazards and risks and responding in a timely way to that information
5. has, and implements, processes for complying with any duty or obligation of the person conducting the business or undertaking under this Act

All employees of the Cloncurry Shire Council will be required to uphold the obligations mentioned above.

**Please sign below if you have read, understood, and accepted the responsibilities of this position as outlined in this position description.**

**Name**

**Signature**

**Date**