

	POSITION DESCRIPTION			PD054
	Marketing & Communications Officer			
Classification	TBA	Status	Permanent	
Directorate	Community & Engagement	Incumbent	Vacant	
Department	Tourism and Marketing	Reporting to	Manager Tourism and Marketing	

PURPOSE OF THE POSITION
<p>As a member of the Community & Engagement team, you will support the delivery of Council's strategic initiatives through effective communication, marketing and engagement.</p> <p>The purpose of this role is to coordinate, develop and maintain effective communication and consultation strategies and create content for both print and digital media that promotes Council's projects, events and activities in line with our corporate brand.</p> <p>Reporting to the Manager, Tourism & Marketing, you will be responsible for both external and internal communications that deliver the right messages at the right time, through the right channels.</p> <p>The role will have strong copywriting and design skills and will create engaging print and digital content for our brand including infographics, posters, brochures, press releases and website content. Your communications tactics will ensure overall brand and message consistency.</p> <p>The role will create content and deliver key messages and stories across all our platforms and prepare media releases and speaking points for the Mayor's media engagements.</p> <p>This is a hands-on role where you'll use your creativity, wisdom and experience to design and implement communications plans for projects in line with Council's business and strategic plans.</p> <p>You'll work towards measurable outcomes of increased customer engagement and retention, increased community awareness of Council's initiatives and projects.</p> <p>This key role is responsible for strategic and professional communications advice and delivering key outcomes across key corporate functions including:</p> <ul style="list-style-type: none"> • Implementation of the Communications and Engagement strategy; • Digital and Social Media content creation and management; • Community and stakeholder engagement; • Media management; • Corporate publications, brand and identity management; and • Marketing and design of Council's key communications tools.

KEY RESPONSIBILITY	OUTCOMES (MEASURE OF SUCCESS)
Communication and Engagement Strategy	<ul style="list-style-type: none"> ▪ Key priorities of the communications and engagement strategy are implemented, and outcomes are monitored and reported on within agreed timeframes. ▪ The Strategy is reviewed annually, and advice is provided for innovative and effective communication goals each year.

KEY RESPONSIBILITY	OUTCOMES (MEASURE OF SUCCESS)
Digital and Social Media Content Creation	<ul style="list-style-type: none"> ▪ Council's website and online presence is managed to ensure the ongoing integrity of content accuracy and currency. ▪ Digital media platforms support agreed key messages in accordance with Council policies and procedures. ▪ Council's social media engagement and scheduling software is maintained and reports are provided as required. <ul style="list-style-type: none"> ○ Continual assessment and review of platforms for effectiveness and efficiency as a communication tool of Council.
Community and stakeholder engagement	<ul style="list-style-type: none"> ▪ Innovative advice is provided to Directors and/or key officers in developing communication plans or strategies and active support is provided where required. ▪ The capacity of other staff to assist with developing and implementing communication plans for their own key projects and initiatives is built through support and advice as required. ▪ Communication plans are integrated, inclusive and effectively target key stakeholders including: <ul style="list-style-type: none"> ○ Key messages; ○ Target audience/key stakeholder groups; ○ Service standards and the management of stakeholder expectations; ○ Media and communication protocols; ▪ Methods and frequency of communication/consultation.
Media Management	<ul style="list-style-type: none"> ▪ Media enquiries are handled effectively. ▪ Strategic advice and support are provided to the Mayor and General Manager in relation to: <ul style="list-style-type: none"> ○ issue and media management responses; ○ briefing and speech writing; ▪ Media releases which are well researched and reflect key messages of Council are facilitated and published in a timely manner. ▪ Strong working relationships with media and other communications networks are developed and maintained. ▪ Coordinate all Council advertising through print media.
Corporate publications, brand and identity management	<ul style="list-style-type: none"> ▪ The integrity of Council's style guide as the basis for all digital, printed, visual and spoken communication is maintained and promoted.
Marketing and Design	<ul style="list-style-type: none"> ▪ Print and digital content including infographics, posters, brochures, press releases and website content is engaging and consistent with Council's brand. ▪ Key internal communication tools and documents enhance the knowledge and engagement of employees i.e. newsletters, brochures etc. ▪ Corporate documents are reviewed and updated as directed. ▪ Council's services, activities and corporate image are promoted effectively.
Standard Clauses	
Meetings and Interactions	<ul style="list-style-type: none"> ▪ Attending and actively participating in internal and external meetings and workshops, as required.

KEY RESPONSIBILITY	OUTCOMES (MEASURE OF SUCCESS)
Customer Service	<ul style="list-style-type: none"> A consistently high level of customer service, based on defined service levels, provided to internal and external customers both individually and by the team. Customer queries, complaints and correspondence responded to in accordance with defined service levels and Council expectations.
Resource Sharing	<ul style="list-style-type: none"> Other duties and back up servicing provided to the Circular Head Council, as required from time to time, pursuant to the Resource Sharing agreement between the two Councils.
Confidentiality	<ul style="list-style-type: none"> Integrity and confidentiality of all council related activity and documentation is being maintained.
Records Management	<ul style="list-style-type: none"> Records are created, used, maintained, recorded and managed in accordance with the Council's Information Management Policy.
Procurement	<ul style="list-style-type: none"> Responsible for purchasing goods and services in accordance with the Procurement Policy and delegated financial limits.
Risk Management	<ul style="list-style-type: none"> Maintain an active awareness of Risk Management issues and practices concerning the workplace and within the role that could cause concern, embarrassment or liability to Council. Assist Council to mitigate risk by promoting risk awareness throughout the organisation. Provide risk management information as requested and assist in the investigation of any risk management issues or claims that have been made against Council insurances.
Performance Measures	<ul style="list-style-type: none"> Departmental Key Performance Indicators (KPI's) developed. Reports against KPIs are occurring. Updates and achievements of outcomes completed in Interplan. Performance monitored against internal and external Council survey results.
Additional Duties	<ul style="list-style-type: none"> Other duties as directed within the scope of the position.

SPECIAL CONDITIONS

- A pre-employment medical including drug and alcohol testing is required prior to commencement.
- A satisfactory National Police Check will be required. Council will screen for serious offences or any other offences relating to fraud or dishonesty, or any offence that Council deems of a nature that is not appropriate for the role.

WORK HEALTH AND SAFETY ACCOUNTABILITIES

All staff are required to observe the following WHS accountabilities:

- Ensure full compliance with Council's Safety Management Plan and associated Policies, Procedures and Instructions, specifically taking action on all points of the employee's responsibility; and
- Ensure full compliance with responsibilities under the *WHS Act 2012*, the *WHS Regulations 2012* and other relevant legislation, in particular:
 - Take reasonable care for your own safety (physiological and psychological) and that of others at their work.
 - Accept the responsibilities in the course of performing your work with regard to the use of safety devices and protective equipment.
 - Report safety hazards to minimise and control risk.

- Report immediately any incident or injury which arises in the course of your work.
- Ensure completion of induction, instruction and training prior to undertaking tasks.
- Ensure that you are not affected by the consumption of alcohol or drugs so as not to endanger your own safety at work or the safety of any other person.
- Ensure personal adherence to Council's WHS Policies, Guidelines, Procedures, Safe Operating Procedures and Safety Instructions.

CORPORATE ACCOUNTABILITIES

All staff are required to observe the following corporate accountabilities:

1. Compliance with all legislative requirements.
2. Understand and promote Council's Strategic Objectives and Core Values.
3. Adhere to Council's plans, policies, guidelines and procedures which include the Customer Service charter, WHS Standards, Information Management, Risk Management plan and matters outlined in the Employee Handbook and Enterprise Agreement.

COUNCIL VALUES

Our work and decisions are guided by our Values. Our values underpin our actions and dealings with each other and the Community we serve. As representatives of Waratah-Wynyard Council, together we deliver important services to our great Community, we are committed to deliver quality outcomes by creating a workplace culture where people enjoy their work, feel valued and are proud to work to serve our Community.

RESPECT - People are heard, valued and respected. We are fair and equitable in all our practices.

PRIDE - We take pride in the quality of our service and standard of work we deliver. We serve each other and our community with integrity

CONNECTION - People are at the heart of all we do. We are inclusive and build relationships that foster trust and belonging.

SUSTAINABILITY - The impact we have on people and our environment is important to us. We make integrated and sustainable choices.

LEARNING - We are a learning organisation. We embrace opportunities for continuous improvement and innovation.

ORGANISATIONAL RELATIONSHIPS

Reports to: Manager, Tourism and Marketing

Direct Reports Nil

Internal Liaisons: The Marketing and Communications Officer is required to operate as an effective team member of the Community & Engagement Department and is expected to ensure professional and highly effective working relationships with elected members, senior management and staff throughout the organisation.

External Liaisons: The Marketing and Communications Officer will require a high level of communications with various representatives of the community and other Councils on behalf of the organisation. High standards of professionalism and customer service are expected, and the incumbent must display a positive and constructive approach towards Council and its activities.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

The Marketing and Communications Officer exercises powers and duties within the classification of the role and as defined by policy, budget allocation and specified individual and departmental performance plans. Where decisions exceed their delegation, the Officer will refer the matter to the Manager, Tourism and Marketing.

PERSONAL ATTRIBUTES

- Displays an attitude of discretion and integrity which inspires trust and confidence.
- Inclusive and effective communication skills and techniques with an ability to respectfully engage with and to communicate concepts to others.
- Enthusiasm and commitment to high standards.
- Commitment to ongoing personal and professional development which drives best practice.
- Initiative and innovation.
- Strong collaboration skills.
- Ability to exercise sound judgment and decision making amongst competing demands.
- Ability to show initiative in planning and developing new ideas and approaches, and to implement and communicate change effectively.
- Exceptional organisational capabilities and be able to manage multiple projects and priorities.

QUALIFICATIONS, KNOWLEDGE & EXPERIENCE

Formal Qualifications

- Tertiary qualifications in communications, public relations, journalism or similar and/or minimum 3 years' experience in a similar role.
- Current unrestricted Tasmanian driver licence.

Knowledge & Experience

- Highly developed interpersonal and communication skills with a proven capacity to influence diverse stakeholders and facilitate their engagement.
- Highly developed analytical and conceptual skills with an ability to innovatively respond to complex issues in a fast paced, diverse and political environment.
- Applied knowledge of contemporary communication methods, trends and a capacity to develop and implement strategies and media to improve communication outcomes.
- Experience in working across digital platforms and will be confident in writing copy for media and promotional material and creating on brand posters and newsletters
- Solid technical skills in relevant platforms and programs
- Lots of ideas, creativity, style, initiative, an instinct for what works and a keenness for trying new ideas
- Demonstrated experience in the use of software products, photography and digital media, including managing web and social media platforms and graphic design packages including InDesign, Illustrator, and Adobe Premier Pro.
- Ability to manage a workload comprising multiple tasks with conflicting timelines.
- An understanding of the International Association of Public Participation core values and/or public participation spectrum is desirable.

SELECTION CRITERIA

Essential

1. Strong written and verbal communication skills including researching, policy and strategy writing skills and issue management, media liaison and media releases.
2. Demonstrated experience in digital media, including managing web and social media platforms and content that leads to greater community engagement.
3. Demonstrated experience in the use of video and photography equipment, Adobe Suite, Canva and social media scheduling software such as Hootsuite, or similar.
4. Ability to manage a workload comprising multiple tasks with conflicting timelines.

Desirable

5. Tertiary qualifications in Communications, Marketing or Community Engagement or similar - or demonstrated equivalent experience.

ACCEPTANCE OF POSITION

I agree to the current requirements of this Position Description.

Employee Name: _____

Employee Signature: _____ Date: _____

General Manager Approval: _____ Date: _____