

POSITION DESCRIPTION

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| Position Title: | | | Media and Communications Officer | | |
| Business Unit: | Corporate | Classification/Grade: | Band 3 level 2, Grade 9 | | |
| Position No: | | Reports to: | General Manager | | |
| Location: | Negotiable | Positions reporting directly to this position: | NIL | | |

Primary Purpose of the Position

The Media and Communications Officer is responsible for delivering a wide range of communications functions in the area of media, publications and external / Internal communications engaging with key stakeholders across all levels of Council and in the local community. The Media Communications Officer will play a key role in encouraging participation and helping to inform and engage with the local community.

Roles & Responsibilities

The **Media and Communications Officer** is directly responsible for the following roles and responsibilities:

1. Ensure communications are effective, targeted and credible.
2. Coordinate the review, development and implementation of Council's communications and engagement deliverables including evaluation and reporting activities, events, community engagement, communications strategies, social and mainstream media management, projects and budgets.
3. Development of strategies to raise the Murrumbidgee Council profile.
4. Research topics as requested by the Mayor or General Manager (GM).
5. Provide monthly reports as required to the GM.
6. Develop and maintain relevant databases, including media contacts, government, focus groups and other stakeholders.
7. Develop a whole of Council communications strategy inclusive of when and what form communications should be for certain actions to Community, Business, Government, Councillors and Staff.
8. Responsible for overseeing Council's website (including intranet) and ensuring content is updated and current.
9. Develop and maintain relationships with journalists and media outlets being the first line of enquiry by them and respond effectively, accurately and promptly to media inquiries.
10. Develop, implement and evaluate an annual customer satisfaction survey, seeking input from GM, managers and Elected Representatives and report to the GM.
11. Support the Manager of Tourism and Economic Development in the production of marketing material.
12. Assist in the development and implementation of Council's Community Strategic Plan with corresponding strategies, evaluation, reporting and monitoring tools, with an engaged staff and community.
13. In consultation with the General Manager develop and implement Council's strategies and frameworks enabling the continuous review of policy, media and communication pathways to improve the quality of services to clients.

14. Monitor daily media and advise on reactive media opportunities and develop and pitch proactive media opportunities to the GM.
15. Write and distribute media releases obtaining where appropriate comments from the Mayor, GM or Manager.
16. Ensure the Council meetings audio and/or video proceedings are sourced and uploaded onto Councils website in accordance with the Act.
17. Develop online communication material including video content.
18. Review, develop and implement a Murrumbidgee Style guide for all external and internal communications.
19. Copy edit all Murrumbidgee Council publications.
20. Maintain oversight of All Murrumbidgee Council websites (including intranet), ensuring all information is current, relevant, by updating such information.
21. Develop, implement and evaluate Murrumbidgee Council Social media strategy, uploading content, monitoring and replying with appropriate responses sourced from the GM or relevant manager.
22. Contribute to the development and delivery of communication strategies for events, forums, open houses, consultations, focus groups, policy submissions, legislative reviews.
23. Ensure consultation, engagement and collaboration with key stakeholders including volunteers and committees to ensure the promotion of their events are included in Councils events calendars and promotional material.
24. Write and distribute media releases obtaining where appropriate comments from the Mayor, GM or Manager.
25. Develop and implement fortnightly Council newsletter (print & electronic) and regular Newspaper and Television articles.
26. In the event of a natural disaster or significant event provide up to the minute advise to the Mayor and GM, while coordinating the media to ensure facts are distributed in a way not to cause hype or fear.
27. Other duties within the skills, competencies and classification of the role as directed by the General Manager.

Obligations

- Display a positive image while meeting customer service standards for all Council stakeholders both internal and external relevant to the role. Act with Integrity; be ethical and professional and adhere to Murrumbidgee Council's Values.
- Conduct all duties in accordance with relevant Quality Assurance, WHS & Environmental Management procedures for all work activities.
- All employees have a legal obligation to comply with statutory and Council's WH&S Management System, WH&S policies, procedures and work instructions.
- Where applicable comply with Council Delegation levels.
- Conduct all duties in accordance with Council's Code of conduct, plans policies and procedures.
- Maintain physical capability to undertake duties appropriate to the role.

Authority and accountability:

- May be responsible to provide a specialised/technical service and to complete work which has some elements of complexity. Make recommendations within the employer and represent the employer to the public or other organisations.

Judgement and problem solving:

- Problem solving and judgements are made where there is a lack of definition requiring analysis of a number of options. Typical judgements may require variation of work priorities and approaches.

Specialist knowledge and skills:

- Positions have advanced knowledge and skills in a number of areas where analysis of complex options is involved.

Management skills:

- May supervise groups of operational and/or other administrative/trades/technical employees. Employees supervised may be in a number of different work areas, requiring motivation, monitoring and co-ordination to achieve specific outputs.

Interpersonal skills:

- Skills to communicate with subordinate staff and the public and/or negotiation/persuasive skills to resolve disputes with staff or the public.

Qualifications and experience:

- Tertiary qualification in public relations, journalism, communications or related field.
- Demonstrated experience in media strategy, management and delivery including social media in a corporate environment.
- Excellent writing skills, especially in the production of media releases, feature articles and promotional literature supported by a knowledge of printing and design.
- Experience with copywriting and proof reading within similar role.
- Demonstrated success delivering corporate and community engagement projects, events and activities including program and project management and stakeholder engagement.
- Demonstrated success delivering diverse community engagement publications, projects and/or events.
- Sound communication, facilitation and planning skills and capacity to negotiate operational priorities and ability to engage community stakeholders, volunteers and committees.
- Knowledge of the current issues affecting local communities and ability to deliver outcomes through stakeholder management and operational planning.
- Advanced computer skills using a variety of software applications including Microsoft and Adobe suites.
- Demonstrated ability to work independently and collaboratively as a team.
- Current C class Drivers Licence and willingness to travel.

Desirable Qualifications and experience:

- Previous recent experience in local government or other government entities.
- Demonstrated knowledge of the economic, social, technical, and political environments in which local government operates.

Authorisation:

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| Prepared By: | GM/ HR | Date Issued: | Feb 2019 |
| Current Incumbent | | Date Commenced: | |
| Manager: | | | |
| Reviewed By: | | Date: | |

This position description is subject to change from time to time as Council's organisation may be developed or restructured. Any such reorganisation of duties shall be the subject of discussion with the position incumbent.