



BOROUGH OF QUEENSCLIFFE

POSITION DESCRIPTION

1. POSITION TITLE

Communications Officer

2. CLASSIFICATION

Band 6 of the Borough of Queenscliffe Enterprise Bargaining Agreement

Permanent Full Time – 38 hours per week

APPROVED BY: Kelvin Spiller, Acting Chief Executive Officer

DATE APPROVED: 16 March 2023

3. POSITION OBJECTIVES

To support the delivery of high-quality communications, publications, and community engagement collateral for the Borough of Queenscliffe Council.

4. KEY RESPONSIBILITY AREAS

4.1 Corporate Communications

- Produce Council's annual report – internally source content, write copy, and liaise with external providers such as graphic designers and printers.
- Produce Council's external quarterly printed newsletter and its electronically distributed equivalent.
- Prepare Council's fortnightly mayoral/councillor column for distribution in print media.
- Act as the secondary contact for media enquiries, prepare media enquiry responses and proactively source and write media releases.
- Prepare draft speeches, briefing notes and other supporting information for the Mayor, CEO and others as required.
- Place Council's advertising and monitor and reconcile all advertising costs.
- Undertake such other duties and functions consistent with the area of work and responsibility as directed by the Communications Coordinator.

4.2 Digital Communications

- Proactively source and produce content for Council's social media presence, including production of digital graphics and videos within the Borough's style guide.
- Monitor and respond to inquiries made through social media.

- Maintain and update Council's website.
- Create online forms and surveys to be included in Council's consultations.

4.3 Community Engagement

- Support the Communications Coordinator in undertaking consultation and engagement activities.
- Assist with the design and production of public engagement strategies.

4.4 Risk Management and Occupational Health and Safety

- Comply with Council's risk management and occupational health and safety policies and practices.
- Perform duties in a manner which is without an unacceptable level of risk to their own health and safety, other employees, Council's customers or the community in general, in accordance with policies, training and instruction given.
- Report to a Manager any risk exposure, loss or damage. Risks arising in the workplace may relate to personnel/OHS, plant and property, financial/liability, business interruption or reputation.
- Report to a Manager or their Coordinator any illness, injury, hazard, near miss or incidents and losses as soon as they are detected.
- Participate in programs to improve risk management including health and safety within the workplace.

4.5 Common Responsibilities

- Ensure that Records Management policy, procedures and guidelines are fully complied with.
- Participate in organisational development including training, annual performance appraisals and meetings as required.
- Participate in skill acquisition programs designed to increase efficiency and effectiveness in accordance with training and development plans.

4.6 Other

- Perform other duties and responsibilities that are reasonably expected within the scope of this position.

5. ORGANISATIONAL RELATIONSHIPS

Reports to: Communications Coordinator

Supervises: Not applicable

Internal Liaisons: Chief Executive Officer
Mayor and Councillors

Management Team and EA to the CEO, Mayor and Councillors
 Communications Coordinator
 Other Council staff

External Liaisons: Politicians and their offices
 State and federal government departments and agencies
 Local media
 Business and community representatives
 Contractors
 General public

6. ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Responsible for the timely and accurate production of draft correspondence, social media content, marketing material and Council publications.
- Accountable for managing own time and work priorities to deliver the required outcomes of the position.
- Accountable for the confidentiality of all documents within the control of the position.
- Accountable for complying with Council policies and standard operating procedures.

7. JUDGEMENT AND DECISION MAKING

- Use initiative and innovation in approach to all aspects of the position.
- Exercise judgement in the selection of the most appropriate procedure where guidance and advice is not always available.

8. SPECIALIST SKILLS & KNOWLEDGE

- Outstanding communication skills.
- Highly proficient in social media account management.
- Well-developed ability to design graphics, videos and other web content within a style guide.
- Sound knowledge of local government legislative responsibilities and the role of state and federal governments.

9. MANAGEMENT SKILLS

- Ability to effectively manage own time to achieve targets within set timeframes.
- Ability to analyse reports/documents and summarise relevant issues.
- Ability to adapt to a busy working environment.
- Understanding of personnel practices including Equal Employment Opportunity and Occupational Health and Safety.
- Ability to maintain confidentiality and discretion in use of information.

10. INTERPERSONAL SKILLS

- Highly developed communication skills.
- Demonstrated capacity to establish rapport with customers including Members of Parliament, business and community representatives, Council staff and the public.
- A willingness to listen and appreciate the perspective of others.

11. QUALIFICATIONS AND EXPERIENCE

- At least three years' experience within a communications role.
- A tertiary degree in a related field is desirable.
- Outstanding writing and editing skills.
- Experience with managing and sourcing content for social media.
- Familiarity with applying design style guides and designing graphics strongly preferred.
- Proven ability to manage multiple projects and competing priorities.
- A current driver's licence.

12. KEY SELECTION CRITERIA

Applicants should provide a written response that addresses each of the following selection criteria:

1. Formal qualifications and or demonstrated experience in communications.
2. Excellent writing and editing skills.
3. Demonstrated experience in the production of publications.
4. Demonstrated experience with managing and sourcing content for social media.
5. Consideration will also be given to applicants presenting a portfolio of social media posts, printed collateral, or other material that demonstrates their ability to meet these key criteria.

Child Safe Standards

Inspired by the Borough of Queenscliffe's Latin motto, *Statio Tutissima Nautis*, that translates as 'the safest anchorage for seafarers', Council is committed to creating a safe and friendly working environment where people are respected, valued and encouraged to do their best and where our customers and young people are also respected, valued and made to feel safe. Council is also committed to ensuring its legislative obligations, in particular the *Working with Children Act 2005* are met and understood.

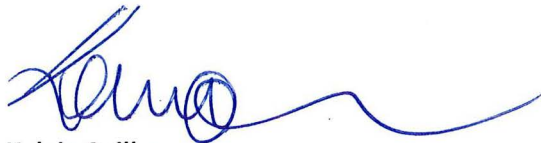
In line with Council policy and procedures, all positions within Council are required to have a current employee Working with Children Check (WWCC). All prospective employees cannot commence work at the Borough until they have a valid employee WWCC that references the Borough of Queenscliffe as their employer. All prospective employees will be required to undertake a criminal history check (police check) before commencing employment with the Borough of Queenscliffe. Both of these checks are to be organised by the potential employee and will be reimbursed by the Borough of Queenscliffe.

Equal Opportunity Statement

Council's Policy on Equal Employment Opportunity reflects our desire to enjoy and promote a workplace free of discrimination where each person has the opportunity to progress to the extent of their ability. The key policy principles are:

1. The Council of the Borough of Queenscliffe is wholly committed to the principles of Equal Employment Opportunity.
2. The Borough of Queenscliffe will ensure fair, equitable and non-discriminatory consideration is given to all job applicants regardless of age; disability; sex; sexual orientation; race; employment activity; gender identity; lawful sexual activity; marital status; industrial activity; political belief or activity; physical features; breastfeeding; pregnancy; parental status or status as a carer; religious belief or activity; and personal association with a person who is identified by reference to any of these attributes.
3. Selection of an individual for employment, promotion or advancement, training and staff development will be on the basis of the person's merit in fair and open competition according to the skills, qualifications, knowledge and efficiency relevant to the position involved.

Approved:



Kelvin Spiller
ACTING CHIEF EXECUTIVE OFFICER
Date: 16 March 2023