

TORRES STRAIT ISLAND REGIONAL COUNCIL

POSITION DESCRIPTION

Position Title:	Communications Officer
Instrument:	Torres Strait Island Regional Council Certified Agreement 2021
Status:	Fixed Term, Full Time
Classification:	Level 4 (\$63,752 - \$65,390 per annum)
Reports to:	Communications Lead
Direct Reports:	Nil
Location	Any TSIRC Division or Cairns Office
Stream:	Stream A - Administration
Position Number:	1720

WHAT YOU NEED TO KNOW ABOUT APPLYING FOR THE POSITION

Applications close Friday, 10 May 2024

To apply for this role: Please apply directly to: <http://www.tsirc.qld.gov.au/> and click “Work for Us” and then “Vacancies”. Click on the interested position and follow the prompts.

Please submit:

- A cover letter no more than two (2) pages and an updated resume.
- Address in your cover letter how your knowledge, skills, experience, personal attributes and qualifications are most relevant to the position.

Applicants who do not address these requirements will not be considered for shortlisting.

POSITION OBJECTIVE

The primary responsibility of the Communications Officer is to manage online, digital and print activities to support and enhance council’s communication capacity and effectiveness.

KEY RESPONSIBILITIES

Shall include, but not be limited to:

Strategy Development.

- Contribute to the development and implementation of council's digital and social media strategies to inform, educate and engage people about the projects, events and activities of the Torres Strait Island Regional Council.
- Identify opportunities for online engagement and outreach to enhance the organisation's presence across various digital platforms.

Online Media Management.

- Monitor, manage, improve and report on council's website, intranet, social media channels and digital public relations activities. Produce content across multiple platforms for a diverse range of audience demographics.

Technology.

- Review and explore new and emerging technology to continuously improve the delivery of public relations activities.

Brand Management.

- Contribute to the management of council's brand by implementing the organisation's style guide, editing, proofreading, and ensuring consistent messaging.

Customer Service.

- Provide responsive and effective customer service and stakeholder management.

Stakeholder Engagement.

- Build and maintain effective networks within the local government sector and other relevant agencies around current and emerging digital communications, trends, practices and requirements.
- Build and maintain effective relationships across a diverse range of internal and external stakeholders.

Service Delivery.

- Contribute to the delivery of marketing, media, storytelling, branding and communications activities to various internal and external stakeholders.

Project Delivery.

- Support software project planning, contractor engagement, delivery and implementation.

SKILLS/QUALIFICATIONS

Essential

- Current "C" class Drivers Licence or interstate equivalent.
- Degree or diploma in a communication, public relations, journalism, or associated discipline and/or equivalent expertise and experience.

Skills and Experience

Essential

- Competent in the use of Microsoft Office suite and social media products and applications.
- Experience in contemporary digital public relations tools and activities, including social media, website and intranet.
- Excellent organisation skills and the proven ability to prioritise workload, meet deadlines and delivery quality outcomes.
- High level accuracy and attention to detail.
- Demonstrated experience in a range of public relations principles and tools, including traditional media, branding, digital and social.
- Demonstrated research, writing, editing and content creation skills across all communications channels and for a wide range of audiences.
- Demonstrated experience in digital media management, social media and content creation.
- Experience with social media analytics tools and website content management systems.
- Highly developed skills in writing content for a variety of media including print.
- Basic photography and videography skills.
- Ability to work autonomously, with limited direction prioritising work commitments to meet deadlines.
- Ability to work collaboratively as a team member and contribute to team outcomes.
- Excellent communication (oral and written) and interpersonal skills with a strong focus on quality customer service.

Knowledge

Desirable

- Experience using Adobe Creative Suite software and basic graphic design skills.
- Experience in the use of Wordpress content management system.
- Previous local government experience

General

- Participate in special projects and perform any other duties as required.
- Comply with TSIRC health and safety policies and procedures.
- Ensure safe work practices and a safe work environment is maintained at all times.
- Model a positive culture by living the organisational values through actions and behaviours.
- Maintain and/or extend knowledge and skill base required for effective performance.
- Maintain productive working relationships and provide team support.
- Participate in own performance review and identify learning/development needs.
- Negotiate with line manager to complete appropriate education and training.

OTHER CONDITIONS / REQUIREMENTS

Occasional travel to the Torres Strait Islands is a requirement of this position.

The preferred applicant may be required to apply for a National Police Certificate before appointment.

TSIRC employees may be required to have immunisations as a control measure against infectious disease if there is a requirement to travel.

The employee shall comply with relevant WHS legislation, Codes of Practice and Council's Workplace Health and Safety Management System.

Where the health and safety requirements of your duties are identified as high risk those tasks will be allocated according to your capability & level of training.

The position involves working in temperature extremes and exposure to outdoor elements whilst conducting field work, audits, etc.

The employee is expected to carry out their duties in accordance with the relevant legislation and Council policies including but not limited to:

- a. workplace health and safety
- b. anti-discrimination
- c. equal employment opportunity
- d. confidentiality
- e. local government principles
- f. Ailan Kastom
- g. The Council visions and values listed on the next page

OUR VISION & VALUES

“ For our Community and Council to be Autonomous, Prosperous and Sustainable ”

Value & Value Statement	Desired Behaviours
 <p>ONE We are one team who achieves together.</p>	<ul style="list-style-type: none"> • We show care for people and look out for each other. • We speak up and support others to be safe and healthy. • We respectfully address behaviours that conflict with Council's values. • We create positive unity within our organisation, our communities and our region.
 <p>RESPECT We have respect for each other and the communities we serve.</p>	<ul style="list-style-type: none"> • We respect and recognise Ailan Kastom. • We are open and collaborative, valuing clear community engagement. • We recognise and respect diversity, individual needs, experience and strengths.
 <p>ACCOUNTABILITY We are accountable and responsive to our communities.</p>	<ul style="list-style-type: none"> • We take pride in our work and pursue a standard of service excellence, doing more with less. • We consistently strive for transparency and good governance to the benefit of public interest. • We are reliable, honest and ethical in all we do.
 <p>COURAGE We are courageous leaders, who think innovatively.</p>	<ul style="list-style-type: none"> • We encourage, value and reward creative thinking. • We respect and explore different ideas and perspectives. • We embrace change and actively promote Council's vision.
 <p>RESILIENCE We are builders of a sustainable and resilient region.</p>	<ul style="list-style-type: none"> • We actively seek opportunities to continuously improve and bring growth to our region. • We think globally, act regionally. • We empower our people and communities; embracing local opportunity and participation.