

POSITION DESCRIPTION

TITLE:	Public Relations & External Affairs Advisor	Position Number	1005
Classification:	Level 7		
Hub:	OLMCEO	Program Area:	Marketing, Communications & Engagement
Reports to:	Executive Manager Marketing, Communications & Engagement		
Direct Reports:	Nil		

OUR VISION and MISSION

Darwin 2030 – City for People. City of Colour.

We will work with the community and partners, provide leadership and deliver services that create opportunities to enhance the economic, cultural and environmental sustainability of Darwin.

OUR STRATEGIC DIRECTIONS

- A capital city with best practice and sustainable infrastructure
- A safe, liveable and healthy city
- A cool, clean and green city
- A smart and prosperous city
- A vibrant and creative city

ORGANISATION OPERATING MODEL

City of Darwin's organisational operating model is an agile high -performance operating model based on supporting collaboration, improving speed of delivery of strategic outcomes, and growing innovation. The model consists of four operating hubs, the Office of the Lord Mayor and CEO, Community, Corporate and Innovation, and incorporates:

- an agile organisational structure,
- high-performance culture,
- enterprise leadership,
- psychological safe working environment, and
- high collaboration and communication.

POSITION OBJECTIVE:

This role is responsible for the coordination of media relations, public relations and external communications to ensure the information on Council activities and services are promoted widely. The Public Relations and Media lead will be required to develop and implement media and communications programming, ensuring it successfully profiles Council, its services, people and projects.



KEY RESULT AREAS:

CORPORATE IDENTITY

- Promote and embody City of Darwin's Vision and Mission
- Promote and embody City of Darwin's staff values, CARES
Customer Service, Accountability, Respect, Excellence and Solidarity
- Act in accordance with and abide by the City of Darwin's Code of Conduct



SERVICE DELIVERY

- Provide high-level professional advice, coaching, guidance and support to the executive, senior management team and Elected Members on communications, media and public relations.
- Analyse current methods of external communications to identify opportunities to better reach targeted audiences.
- Develop and implement communication strategies, processes and policies to improve external communications - ensuring accuracy, quality and cost effectiveness.
- Develop and implement communication and engagement strategies to ensure messaging is effectively translated across the organisation and is relevant to its target audience and key stakeholders.
- Develop and implement crisis communications advice and media strategy as needed
- Continuously review communication methods, analyse findings and make recommendations to improve external communications.
- Develop, foster and maintain a wide range of professional networks with corporate and media agencies, external marketing and communication professionals, community groups, associations and consultants relevant to City of Darwin's marketing and communications strategy.
- Proactively consult and support internal stakeholders to ensure they can implement a range of communication initiatives, including newsletters, speech notes, draft media releases and coordinate project launches.
- Research, write and edit copy for Council's external communications including Advertorials, media releases, public notices, briefing notes and speeches as required.
- Monitor corporate image and ensure it is compliance with our brand standards

PEOPLE AND CAPABILITY / TEAM SUPPORT

- Work professionally, cooperatively, and respectfully with other team members to accomplish joint tasks and build positive working relationships.
- Be flexible and adaptable to working in various work locations throughout the municipality as needed to perform the role effectively.
- Undertake any other duties within the skill and scope of the position or your skill set, as directed.
- Actively participate and contribute to team meetings and other relevant forums, events or organisational meetings as required.
- Maintain a performance-based culture by proactively engaging in performance management processes (i.e., probation reviews and annual performance appraisals) as required.

WORKPLACE HEALTH AND SAFETY

- Lead by example and maintain individual compliance with all Workplace Health and Safety policies, procedures and practices to ensure City of Darwin's duty of care and legislative obligations are maintained at all times including, but not limited to:-
 - Report all incidents, near misses and hazards immediately.
 - Investigate all accidents/incidents and ensure that adequate control measures are implemented to prevent reoccurrence.



Comply with any reasonable directions (such as safe work procedures, wearing personal protective equipment) given by management for health and safety purposes

POSITION PREREQUISITES

- Diploma in Public Relations/Communications/Journalism.
- At least three (3) years' experience in a similar role.
- National Police Records Check

APPROVED BY: EMMA JANE EDWARDS Date: 25.03.25
Executive Manager Marketing, Communications & Engagement

Employee Acknowledgement

EMMA JANE EDWARDS, I have read and understood the requirements of the role; responsibilities and accountabilities as outlined within this Position Description. I understand that I am also responsible for complying with Council's policies & procedures as they relate to my position.

Signed: _____

A handwritten signature in black ink, appearing to read "eye", written over a horizontal line.

Date 25.03.25

