

Upper Lachlan Shire Council



Position	Communications Officer
Reports to	Chief Executive Officer
Group	Executive Officer
Band/Level	B3/L1
Grade	11
Date revised	2024

Primary Purpose

To develop and deliver a range of media related activities and promote a positive image of Upper Lachlan Shire Council to residents, ratepayers and the wider community.

Council Values

Council's values of sustainability, integrity, respect and professionalism guide the decisions, actions and conduct of all employees.

Accountabilities

- Develop and deliver media and communication strategies to promote Council projects, activities, priorities and services to the community.
- Develop and maintain key business relationships with local media outlets, businesses and government departments to assist in the effective promotion of the region.
- Develop media releases, speeches and associated photographs, using established templates, in a timely manner.
- Develop, design and produce written material for newsletters, flyers, reports, information booklets, publications and digital assets.
- Facilitate a media presence at Council events and functions in accordance with approved strategies, plans and programs.
- Undertake research and prepare reports, plans and strategies in a timely manner.
- Provide accurate, timely, professional guidance and advice to the Manager, as required, with respect to matters likely to affect the delivery of services and functions managed by the department.
- Contribute to the performance of Council: leading by example, demonstrating professional conduct, making the best use of knowledge, experience and skills, and being accountable for the decisions made.
- Ensure a safe working environment by taking accountability for own actions and complying with Council's WHS policies and procedures.

The employee is required to undertake any other duties, projects or tasks as directed by their manager, which are within his/her skills, competence and training.

Key relationships

Internal	External
Manex team	Media industry
Management team	Business and Community Leaders
Mayor	Government Agencies and Authorities

Essential Criteria

1. Degree in communication, public relations or a related discipline with contemporary experience in a similar role; or substantial contemporary experience in a similar role, coupled with ongoing professional development to support contemporary knowledge.
2. Contemporary knowledge and demonstrated experience in managing a wide range of communication issues and effectively liaising with the media.
3. Contemporary demonstrated experience with a range of media including print, television, radio, social media, and knowledge of advertising, marketing and public relations principles.
4. Highly developed interpersonal skills including the ability to communicate with a range of stakeholders, both internal and external, build and maintain effective business relationships and work effectively within a political environment.
5. Proven ability to work productively as a member of a team and contribute to team goals.
6. Experience in social media management across different platforms
7. Solid knowledge of and experience using Microsoft Word, Excel and Outlook.
8. Current Class C Drivers Licence.

Desirable Criteria

1. Previous experience in a similar role within a government organisation (local, state or federal).
2. Experience managing Wordpress sites
3. Experience managing Sharepoint sites
4. Proficiency in digital creation tools
5. Experience in website management

The position description should be read and applied, in conjunction with other corporate documentation that guides decision-making, actions and conduct including, but not limited to, the Code of Conduct, Delegations of Authority, legislation, policies, procedures and plans.

I have read and understand the requirements and accountabilities of this position.

Name (please print)

Signature

Date

SALARY PROGRESSION CRITERIA

Communications Officer



The emphasis at this level will be placed on the demonstrated application of the skills and knowledge required of the position. Assessments will be made based on the experience/qualifications of the jobholder and their ability to apply skills and knowledge to meet the accountabilities defined in the job description.

MINIMUM JOB REQUIREMENT

The jobholder is required to have met the essential criteria as described in the job description.

STEP 1 SKILLS	
Before being assessed for Step 1 Skills, the jobholder must have demonstrated achievement of all Essential Criteria described in the job description.	
When the jobholder demonstrates the achievement of all Skills in Step 1, they are eligible for an increase in their rate of pay.	
1	Deliver quality publications to agreed deadlines;
2	Workload is assessed and prioritised within allocated time frames;
3	Manage own work - instructions are interpreted correctly and checked against prescribed scope and standard of work;
4	Co-ordinating input required from various Council Departments;
5	Demonstrate continuous improvement in Community Survey results – “Informing the community about Council activities”;
6	Develop accurate and precise information for Council Page publications;
7	Liaising with key stakeholders to obtain necessary support;
8	Liaise closely with other Council staff regarding the development of potential projects including the provision of information, skills and support;
9	Preparing reports/budget submissions to Council where necessary;
10	Develop a network of contacts within State and Federal Government departments and other local government bodies to maximise knowledge of available media exposure;
11	Prepare a regular MANEX Meeting Summary Activity Report on progress of Media releases;
12	Ensure Council's Code of Conduct is adhered to;
13	Information is recorded in accordance with Council & legislative requirements;
14	Meet regularly with Directors and Managers to receive advice on projects for which a media release should be issued

STEP 2 SKILLS

Before being assessed for Step 2 Skills, the jobholder must have demonstrated achievement of all Essential Criteria and Step 1 Skills.

When the jobholder demonstrates the achievement of all Skills in Step 2, they are eligible for an increase in their rate of pay.

1	Manage communication strategies and processes ensuring details are recorded clearly, accurately and legibly;
2	Ensure records are secure, accessible and up to date;
3	Ensure all Council publications adhere to established style in terms of appearance and written content;
4	Develop a quality Council quarterly staff newsletter:
5	Identifying key issues/components of a successful newsletter;
6	Researching accurate and up to date information;
7	Preparing critical dates/key milestones.
8	Develop a schedule for proposed advertising activities;
9	Improvements to community satisfaction ratings for informing residents about Council activities;
10	Plan and develop final copy for brochures and marketing materials to promote Council's mission and services.

STEP 3 SKILLS

Before being assessed for Step 3 Skills, the jobholder must have demonstrated achievement of all Essential Criteria, Step 1 and Step 2 Skills.

When the jobholder demonstrates the achievement of all Skills in Step 3, they are eligible for an increase in their rate of pay.

1	Attendances at key events designed to promote whole of Council;
2	Be a supportive and effective team player:
3	Be an efficient and supportive team player with extensive liaising within the organisation and with external bodies;
4	Provide occasional technical assistance in the use of PC based Desktop Publishing packages to other Council staff;
5	Participate in regular staff meetings with respect to media relations and promotions.
6	Work in a manner ensuring support for and compliance with legislation concerning EEO, including the prevention of direct and indirect discriminatory practices;
7	Co-operate with all section and departmental work health and safety requirements in relation to staff and clients.
8	Closely liaison with community services organisations;
9	Ability to generate a team environment, within Council and with community organisations, and to achieve specified outcomes.

STEP 4 SKILLS

Before being assessed for Step 4 Skills, the jobholder must have demonstrated achievement of all Essential Criteria, Step 1, Step 2 and Step 3 Skills.

When the jobholder demonstrates the achievement of all Skills in Step 4, they are eligible for an increase in their rate of pay.

1	Provide quality and timely advice to the General Manager and relevant Committees of Council;
2	Provide effective service to customers;
3	Undertake a complex publication;
4	Coordinate and prepare Business Plans and SWOT Analysis as necessary;
5	Advise Council and community groups in a prompt manner;
6	Always be supportive of management policies with regard to vision, goals, interpersonal relationships so as to minimise complaints;
7	Be courteous at all times and create a positive public relations image of Council;
8	Ensure all publications are completed to quality, cost and timing standards.

STEP MAXIMUM SKILLS REQUIREMENT

To achieve Step Maximum Skills the jobholder must apply a superior level of skills, knowledge, Skills and expertise to the position. Step Maximum Skills will be achieved by the attainment of:-

1. Agreed competency and/or training/qualifications
2. Demonstrated efficiency and productivity improvements
3. Development and/or delivery of an innovative project
4. Continuous work improvement for a defined timeframe

Step Maximum Skills will be subject to determination and assessment by the relevant Director, in consultation with the jobholder. Before the jobholder can be assessed at Step Maximum, the jobholder must have achieved Steps 1, 2, 3 and 4 Skills.

Note: Skills will be obtained and/or developed from a combination of the following sources:-

- Training.gov.au
- Job-specific Skills developed by Council
- WHS standards
- Former position description skill steps