

# POSITION DESCRIPTION

## Section 1 – POSITION DESCRIPTION

<b>Position Title</b>	<b>Communications Officer</b>
<b>Doc ID</b>	13064
<b>Department</b>	Executive
<b>Grade</b>	15
<b>Status</b>	Full Time
<b>Hours of Duty/days worked</b>	Standard hours - Monday – Friday, 8.15am to 4.30pm (37.5 hours) which will accrue an RDO after 19 days (flexible work arrangements may be approved on application)
<b>UV Rating</b>	Low
<b>Directorate</b>	Executive Services
<b>Supervisor</b>	General Manager
<b>Date Compiled</b>	October 2016
<b>Date Modified</b>	June 2021*March 2024

**Corporate Mission** To provide local government services and representation for people who live, work and visit Narrandera Shire, and to assist also those who have a stake in our local and regional prosperity; by way of effective consultation, policy making and responsive delivery that meets the needs of our community.

**Vision** **ACHIEVING TOGETHER**

**Corporate Values**  
“ECLAIRS”

- Ethical
- Caring
- Loyalty
- Accountability
- Integrity
- Respect
- Safety

## Purpose of Position

This section should contain an encompassing statement of the major focus of the position. It should not define/list tasks, or responsibilities.

This position is responsible for:

- co-ordinating the Council's Communications Strategy and implementing the key actions to ensure Council is informing all its stakeholders in a timely and effective manner
- assisting management with a Public Relations Strategy to cultivate a positive image for Council

## Key Responsibilities for the Position

The key responsibility areas (KRAs) are the major outputs for which the position is responsible and are not a comprehensive statement of the position activities. Ideally, each KRA should cover a separate area of the work function. Most positions should be adequately covered by 5-8 KRAs. No position should require more than 8 – maximum. The KRAs are each broadly defined explaining the essential functions of the position. In addition each KRA may also be accompanied by detailed lists of tasks of how work is to be carried out.

Key Responsibility Areas	
	<i>What</i> <i>How</i>
1	<p><b>Media Liaison</b></p> <p>Proactively liaise with media to foster a positive relationship</p> <p>Write regular media releases on the full range of Council issues</p>
2	<p><b>Issues Management</b></p> <p>Advise senior management on communication strategies for issues management including during a crisis or emergency</p>
3	<p><b>Online presence</b></p> <p>Oversee Council's social media sites – strategy and operational</p> <p>Oversee Council's web sites – mode, strategy and content ensuring it is kept up to date</p>
4	<p><b>Publications and Graphic Design</b></p> <p>Write and publish the community newsletter in accordance with the planned publication schedule</p> <p>Produce the weekly Employee Communique and Councillor Newsletter through proactive liaison with employees to ensure robust and timely contribution</p> <p>Research and prepare Mayoral and General Manager speeches, for example when opening an event or a new facility</p> <p>Assist management and the Mayor to be ready for media interviews</p> <p>Creation of design documents</p>
5	<p><b>Consult with management and employees</b></p> <p>Implement a Project Communications Plan framework/ template</p> <p>Provide assistance to management in applying the Project Communications Plan framework</p> <p>Co-ordinate Council's Style Guide and Communications Templates</p> <p>Liaise with Council's Tourism and Economic Development Coordinator, Community Development Manager, Community Support Manager and other relevant managers who each oversee targeted social media sites and web content</p> <p>Liaise with Council's Governance and Engagement Manager regarding community engagement strategies and links to communications plans</p>

## Key Selection Criteria

**Experience / Knowledge / Attributes:** List the required experience and clearly indicate whether it is mandatory or desired by highlighting (underlining) the word 'Essential' or 'Preferable'.

<b>Qualifications:</b> Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		<b>Essential/ Preferable</b>
1	Tertiary qualifications in Communications, Journalism, Writing, Public Relations or related field	Essential
2	Class C Driver licence	Essential

<b>Experience / Knowledge / Attributes:</b> Required by the incumbent to successfully perform the positions key responsibilities. Most positions should be adequately covered by 8 Criteria's	
1	Demonstrated ability to write clear, plain English and to research and craft human interest stories through creative writing.
2	Skilled in preparing media releases and building positive relationships with the media
3	Experience in preparing community based publications
4	Experience in establishing, sustaining and monitoring social media sites
5	Experience in online/digital content creation and publishing
6	Proven ability to work within tight timelines and to effectively prioritise
7	Proven ability to work in a team environment including effectively managing conflict
8	Ability to provide expertise and recommendations to management on communication plans; and issues management strategies.
9	High level word processing and computer literacy skills and ability to learn new online technologies
10	Create design documents using online platforms and Adobe Create Software, Canva and other relevant programs

### Supervision Reporting Relationships:

**This position reports to supervisor/manager:** A brief description of the breadth of supervision should be provided

1	General Manager
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**Positions reporting to this position:** A brief description of the roles of the staff supervised (and titles if relevant) should also be stated.

1	NIL
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**Location of Work:**

Provide a description of the places that this position will be working at.	
1	Narrandera Shire Council Chambers
2	In the field to liaise with employees and media

**Extent of Authority**

To what extent does this position have authority? For example, specific delegations, budget, expenditure authorisation, special decision-making authority.

Specific Authority/ delegations	
1	Provide input to the General Manager's budget in relation to Communications costs

**Liaise With:****Internal:**

The <u>internal</u> positions that this position comes in contact with regularly	
1	Managers
2	Employees and volunteers
3	Councillors under direction of General Manager

**External:**

The <u>external</u> people or organisations that this position comes in contact with regularly	
1	All media outlets
2	Office of Local Government
3	Members of parliament and their advisers
4	Printers, graphic designers, publishers and other relevant contractors
5	Members of the community
6	Media liaison officers at other government agencies (Local, State and Federal) and other organisations

## Section 2 - POSITION REQUIREMENTS FOR ALL EMPLOYEES

<b>Key Result Area</b> Compulsory for all employees	
<b>Task</b> – Describe the Task	<b>Standard</b> – To what qualitative or behavioural standard should the task be performed at.
<b>1</b>	Customer Service
	Achieve customer service standards in accordance with Council's customer service charter
<b>2</b>	Record Keeping
	All employees are responsible for ensuring all records and documents in their use are accurate and recorded according to Council procedures.  All Records Management operators are to undertake an annual competency assessment to ensure record keeping skills are to required standards
<b>3</b>	Equal Employment Opportunity (EEO)
	As per Council's EEO and Diversity Management Plan in accordance with the Anti-discrimination Act 1977
<b>4</b>	Policies, Procedures & Code of Conduct
	Adhere to ALL Council Policies, Procedures and Code of Conduct
<b>5</b>	Enterprise Risk and Work Health & Safety (WHS)
	In accordance with enterprise risk requirements and the WHS Act 2011. Refer to Section 4 of this Position Description for a list of the responsibilities
<b>6</b>	Training and Development
	Attend all required skill development training.  Provide evidence of all licence and certificates to Human Resources.

## Section 3 – ESSENTIAL SCHEDULE OF TASKS

### Position Tasks

Key Result Area Media Liaison		
Task – Describe the Task		Standard – To what qualitative or behavioural standard should the task be performed at.
1	Liaise with media	In a proactive way that is timely and will foster a positive relationship with all media outlets
2	Write media releases	Have a regular program of media releases on the full range of Council issues and work with all sections of Council to identify opportunities.  Timely media releases for emerging issues.

Key Result Area Issues Management		
Task – Describe the Task		Standard – To what qualitative or behavioural standard should the task be performed at.
1	Advise senior management on communication strategies for issues management including during a crisis or emergency	Identify risks and opportunities and develop a Communications Plan for each emergency and crisis  Help craft key messages  Monitor the Communications Plan and adjust as required  Provide advice to senior management  Liaise with other agencies media liaison officers
2	Attend ELT and SMT meetings	Attend monthly meetings to help identify media opportunities  Provide media/community engagement statistics

Key Result Area Online presence		
Task – Describe the Task		Standard – To what qualitative or behavioural standard should the task be performed at.
1	Oversee Council's social media sites – strategy and operational	Identify social media channels  Establish appropriate social media channels for Council  Establish the protocols for their use by staff  Monitor its usage and recommend changes  Update content in accordance with the protocols  Escalate any contentious content issues to senior management

<b>2</b>	Oversee Council's web sites – strategy and content ensuring it is kept up to date	<p>Work with IT to upgrade the website as required to ensure it is compliant with legislation and up to date with technology</p> <p>Establish and monitor the protocols for the content to ensure it is kept up to date</p> <p>Write content as required</p>
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<b>Key Result Area Publications and Graphic Design</b>		
<b>Task – Describe the Task</b>		<b>Standard – To what qualitative or behavioural standard should the task be performed at.</b>
<b>1</b>	Write and publish the community newsletter	<p>Write and publish the community newsletter in plain English and in accordance with the planned publication schedule and the approved budget</p> <p>Ensure the publication provides relevant content for information purposes and for public relations purposes</p>
<b>2</b>	Produce the weekly employee communique and Councillor Newsletter	<p>Produce the internal communique in plain English through proactive liaison with employee to ensure robust and timely contribution</p> <p>Meet the weekly timeline</p> <p>Ensure the newsletter provides relevant content for information purposes and for internal public relations and staff morale purposes</p>
<b>3</b>	Research and prepare Mayoral and General Manager speeches	<p>Liaise with the General Manager and Mayor as to direction and content</p> <p>Speeches written in Plain English</p> <p>Ensure research is accurate</p> <p>According to the predetermined timeline</p>
<b>4</b>	Assist management and the Mayor to be ready for media interviews	<p>Conduct mock interviews, especially for sensitive issues</p> <p>Educate employees on key messaging, sound bites etc</p>
<b>5</b>	Graphic Design	Assist with creation of departmental design documents eg. posters, social media tiles and documents

<b>Key Result Area Consult with management and employees</b>		
<b>Task – Describe the Task</b>		<b>Standard – To what qualitative or behavioural standard should the task be performed at.</b>
<b>1</b>	Implement a Communications Plan framework/ template that Project Managers can use for projects	<p>Compile the framework/template using a consultative approach</p> <p>Promulgate the framework/template to all employees</p>

2	Co-ordinate Council's Style Guide and Communications Templates	Compile the guide and templates using a consultative approach Promulgate the guide to all employees
3	Liaise with Council's Tourism and Economic Development Coordinator, Community Development Manager, Community Support Manager and other relevant managers who each oversee targeted social media sites and web content	Educate the whole organisation on appropriate protocols for Council's online presence
4	Liaise with Council's Governance and Engagement Manager regarding community engagement strategies and links to communications plans	Educate the organisation on appropriate protocols and approaches for linking communications plans with community engagement strategies

## Section 4 – ENTERPRISE RISK AND WORK HEALTH AND SAFETY RESPONSIBILITIES – WORKERS/EMPLOYEES

### Position Tasks

Key Result Area Enterprise Risk and WHS Responsibilities		
Task – Describe the Task	Standard – To what qualitative or behavioural standard should the task be performed at.	
1	Comply with safe working procedures	Comply with the WH&S Act section 28, Duty of workers;  (a) Take reasonable care for his or her own health and safety; and  (b) Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons; and  (c) Comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with this act; and  (d) Co-operate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers.  Follow safe work procedures established by Council
2	Use of appropriate personal protective equipment and safety systems	Where PPE is required to control exposure to hazards in the workplace, wear and maintain the PPE as directed, as indicated in a risk assessment, or as required in WHS procedures, or as in the safe work method statements.
3	Assist with the preparation of risk assessments and safe work method statements	Before commencing work or job where there is an identified risk, conduct a risk assessment to identify, assess and control the hazards associated with the



		work or job. This must be conducted in conjunction with other relevant staff, and the supervisor; Assist in the annual review of safe work method statements.
4	Report WH&S	Report workplace hazards to the supervisor or manager and Enterprise Risk and Safety Officer (ERSO) as soon as possible after they occur or are identified; and Report injury or illness arising from workplace activities using the Incident /Injury/ Near miss report form as soon as possible after incident.
5	Enterprise Risk and WHS Training	Attend all required Enterprise Risk and WHS training as organised by ERSO

**SECTION 5 – PERFORMANCE AGREEMENT – COMMUNICATIONS OFFICER**

I \_\_\_\_\_ have discussed this Position Description with my immediate supervisor and agree to the tasks, goals and standards that have been set.

I will raise with my immediate supervisor any difficulties arising with the delivery of the duties set out in the position description.

I undertake to participate in reviewing my performance with my immediate supervisor annually or more frequently if necessary.

I understand that the standards set in this position description will form the basis of my annual performance appraisal.

Signed  
Employee:

\_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signed  
Immediate Supervisor

\_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

**POSITION:** COMMUNICATIONS OFFICER

**GRADE:** 15

**CURRENT STEP:**

<b>LEVEL</b>	<b>COMPETENCIES</b>	<b>Yes</b>	<b>No</b>
Entry			
<i>The employee has the basic skills to meet the requirements of this type of work Entry will display the selection criteria of the position</i>	<ul style="list-style-type: none"> <li>- write clear, plain English and craft human interest stories</li> <li>- prepare media releases and build positive relationships with the media</li> <li>- prepare community based publications</li> <li>- establish, sustain and monitor social media sites</li> <li>- publish online content</li> <li>- work within tight timelines and to effectively prioritise</li> <li>- work in a team environment including conflict management</li> <li>- High level word processing and computer literacy skills</li> <li>- Use Council's Records Management System in accordance with Council policy</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Step 1			
<i>The employee has all the skills to do this job at NSC (using Council's systems, equipment, policies, standards)</i>	Have proven competencies for Entry Level plus <ul style="list-style-type: none"> <li>- prepare and monitor a campaign budget or project budget</li> <li>- Conduct a Request for Quotation</li> <li>- Manage contractors</li> <li>- Use Council's Financial Management System in accordance with Council policy</li> <li>- Use other relevant Council Information Management Systems</li> <li>- provide expertise and recommendations to management on project communication strategies and plans; and issues management strategies</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Step 2			
<i>The employee has the skills that foster multiskilling in a team/section/department</i>	Have proven competencies for Step 1 plus <ul style="list-style-type: none"> <li>- prepare a community engagement strategy</li> <li>- Evaluate a communications plan</li> <li>- Research, write and implement a policy</li> <li>- Provide information on grant programs</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Step 3			
<i>The employee has skills to confidently undertake higher duties</i>	Have proven competencies for Step 2 plus <ul style="list-style-type: none"> <li>- prepare and monitor a section's budget</li> <li>- supervise an employee such as casuals</li> <li>- chair meetings</li> <li>- develop and implement sophisticated media tools</li> <li>- Obtain relevant tertiary qualification</li> </ul>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

**Completed Competencies**

I have reviewed the competencies for this employee and indicated the step that their skill set currently meets.

Signed:..... Date:.....

Employee:..... Date:.....