



POSITION DESCRIPTION

COMMUNICATIONS AND COMMUNITY ENGAGEMENT OFFICER

Location	Quairading Community Resource Centre
Department	Community and Strategic Projects
Salary	Local Government Industry Award 2010
Reports to	Executive Manager Economic Development (EMED)
Supervision of	Nil
Revision	Nil
Date	22 nd July 2024

Approval of Position Description

<i>Document Owner</i>	<i>Position</i>	<i>Reason for Review</i>	<i>Review Date</i>	<i>Additional Comments</i>
Natalie Ness	EMED	Position Review	16/12/22	
Nicole Gibbs	CEO	Position Review	11/01/23	
Jen Green	EMED	Position Review	22/7/24	

1. ORGANISATIONAL RELATIONSHIPS

1.1 Responsible to:

Chief Executive Officer (CEO)
Executive Manager Economic Development (EMED)

1.2 Supervision of:

Nil

1.3 Internal and External Liaison:

Internal

- Shire President
- Councillors
- Chief Executive Officer
- Executive Management Team
- Employees

External

- Residents, ratepayers and the general public
- Community Groups
- Culturally and Linguistically Diverse People (CaLD)
- Grant funding bodies and organizations
- Government, non-government and private organisations
- External consultants
- Contractors
- Product and service suppliers

2. EXTENT OF AUTHORITY

This position operates under the direction of the EMED in accordance with:

- 2.1 Established organisational systems, guidelines, policies and procedures, including those formally endorsed by Council
- 2.2 *Local Government Act 1995, Workplace Health & Safety Act 2020, National Employment Standards, Equal Opportunity Act 1984* and other workplace legislation
- 2.3 Specific workplace law related to bullying behaviour in the workplace, equal opportunity and occupational health & safety
- 2.4 Strategic Community Plan
- 2.5 Reconciliation Action Plan
- 2.6 Disability Access and Inclusion Plan
- 2.7 Communications Policy
- 2.8 Social Media Strategy
- 2.9 Code of Conduct
- 3.0 Customer Charter
- 3.1 Delegated authority as prescribed in the Delegations Register.

3. PURPOSE OF POSITION

- 3.1 The Communications and Community Engagement Officer will play a key role in the success of the development and implementation of the Shire's communications plan and engagement with various audiences and stakeholders.

Working closely with the EMED, the Communications and Community Engagement Officer will develop and implement the communications strategy to raise awareness of the Shire's services, projects, facilities, events and activities.

- 3.2 This position aligns with the following strategic initiatives within the Strategic Community Plan, as follows:

SP1.1 Work collaboratively with local and regional service providers to engage the community as active citizens

SP2.1 Promote the Economic and Business Growth Strategy for current businesses and the sustainable attraction of new industry

SP2.2 Build upon our 'Take a Closer Look' brand with the development of an internal marketing strategy focusing on our community, events and facilities to increase our permanent and transient population

SP2.3 Shire engages stakeholders and partners to help capture local economic development initiatives

SP5.1 Shire's communication is consistent, engaging and responsive.

4. KEY DUTIES/RESPONSIBILITIES

Communications

- Develop and work closely with the EMED to develop and implement the Shire's Communications Plan
- Develop and manage branding and key communication messaging for the Shire
- Develop and implement branded communication activities and collateral
- Establish measures to evaluate the ongoing impact of communication activities to ensure communications outcomes achieve set objectives and strategies to budget
- Develop relationships with relevant audiences to help promote and increase awareness of the Shire's services, projects, facilities, events and activities
- Advanced editing for a variety of communications materials
- Proactively undertake media monitoring and scanning of relevant sources of news, information updates and ideas relevant to the Shire's work
- Developing written media releases and speech notes
- Developing, editing and managing the Shire's website and intranet site
- Developing, editing and managing video content for a variety of communication channels
- Developing and managing signage messaging, design and production.
- Developing and managing brochures, design and production.
- Developing and managing internal and external Shire newsletters.

Social Media

- Create content and develop a social media content calendar to support communications and engagement across all Shire platforms.

Stakeholder Engagement

- Cultivate and maintain relationships with relevant stakeholders, including representing the Shire at meetings, and with other key stakeholders
- Build capacity and knowledge of each key stakeholder to ensure effective communication outcomes

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- Respond to stakeholder enquiries.

Other

- Assist with event coordination for events across the organisation
- Support and liaise with the Special Projects Officer and Youth Development Officer in grant writing, project management, community engagement and grant acquittals as appropriate and required. Projects and proposals to be aligned with Council’s Strategic Community Plan, Long Term Financial Plan and all Supporting Integrated Planning Documents and Plans
- Provide professional and technical advice and guidance to the Council on communication and stakeholder engagement issues as required
- To participate in project planning, development and implementation as directed by the CEO
- Plan work efficiently to meet the Shire’s budgets, goals and objectives
- Assume other project tasks and responsibilities as assigned by the EMED and/or CEO.

5. SELECTION CRITERIA

Qualification	Essential	Desirable
Relevant tertiary qualifications in communications, marketing or public relations, or equivalent experience	✓	
Experience of writing and implementing project plans	✓	
Experience of producing written content in order to provide information	✓	
Drivers Licence –“C” Unrestricted	✓	

Key Skills, Knowledge and Experience	Essential	Desirable
Experience of using online design tools such as Canva	✓	
Experience of using Adobe Creative Suite		✓
Experience of using social media on behalf of an organisation		✓
Experience of developing and implementing marketing/engagement plans	✓	
Sound administrative and time management skills	✓	
Sound research, analytical and report writing skills	✓	
Advanced computer skills with a focus on Microsoft suite of products		✓
Developed website content, social media and desktop publishing skills	✓	
Developed knowledge of grant and government funding application process	✓	
Experience in the preparation of funding applications, both government and private	✓	
Working knowledge of local area / local government		✓
Knowledge of record keeping requirements of Local Government		✓
Developed financial and budgeting skills	✓	

Personal Skills		
Well-developed verbal communication skills	✓	

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Advanced interpersonal skills	✓	
Ability to communicate at all levels of the organisation, with external bodies and with all sections of the community	✓	
Demonstrated excellence in problem solving and analytical skills with attention to details and accuracy	✓	
Ability to be self-directed, flexible and work under minimal supervision	✓	
Ability to develop and work with networks in the region and beyond for the benefit of the local environment and the Shire		✓

Written communication skills		
Well-developed report writing and grant writing skills	✓	
Ability to write project briefs and plans	✓	
Prioritizing projects to keep multiple projects moving in a timely manner, meet deadlines and manage supplemental material required for project proposals	✓	
Maintain and implement communications and social media calendar activities	✓	
Acts as liaison with all Council Staff involved in communications, social media, marketing and community engagement activities	✓	

5 COMPLIANCES

5.1 This position will comply with all legal obligations, including complying with:

- 5.1.1 Workplace Health & Safety Act 2020
- 5.1.2 Organisational workplace health and safety policies and procedures
- 5.1.3 Local Government Industry Award 2020
- 5.1.4 Local Government Act 1995
- 5.1.5 National Employee Standards
- 5.1.6 Equal Opportunity Act 1984
- 5.1.7 Code of Conduct
- 5.1.8 Customer Charter
- 5.1.9 All other applicable workplace policy and legislation.

5.2 In accordance with organisational policy and procedures, the person in this position will report all hazards, incidents and near misses in the prescribed timeframe.

6. POSITION PREREQUISITES

6.1 No formal offer of employment will be made until the following employment prerequisites are met:

- 6.1.1 Pre-employment medical examination
- 6.1.2 Current National Police Clearance
- 6.1.3 Must comply with current State Government COVID-19 directions.

7. TERMS OF EMPLOYMENT

Award	Local Government Industry Award 2010	
Position Status	Part Time	Permanent
Hours of Work	48 Hours per fortnight, three 8-hour days per week	
Overtime	Requires CEO authorisation	
Award Level	Level 4	
Gross Wage per Hour	\$35.93 hour	Paid fortnightly to nominated bank account
Gross Annual Salary	\$44,840	
Council Loyalty Scheme	Applies to this position following awarding of permanency 1 st year of service \$10 per week 2 nd year of service \$20 per week 3 rd year of service \$30 per week 4 th year of service \$40 per week 5 th year of service and thereafter \$50 per week	
Superannuation	11.5% Employer superannuation guarantee contribution.	
Probation	6 months from commencement date. The CEO reserves the right to extend the probation period by a further 3 months	
Performance Review	Annually – to be undertaken by the EMED	
Annual Leave	Employee will be entitled to 4 weeks Annual Leave with 17 ½% Loading on Entitled Annual Leave.	
Housing	Position does not attract subsidised Council housing	
Uniform/Clothing Allowance	\$400 per annum, upon successful completion of probation Pro Rata amount for Part Time employees	
Job Location	Quairading, Western Australia, 6383.	

Name of Employee	Signature	Date
Chief Executive Officer	Signature	Date