



POSITION TITLE:	COMMUNICATIONS OFFICER
SECTION	GOVERNANCE
DIRECTORATE:	EXECUTIVE SERVICES

1. REMUNERATION

Grade 14 of the Griffith City Council Salary System.

2. REPORTING STRUCTURE

a) Directly responsible to:

Manager Executive Services

b) Positions directly reporting to this position:

Nil

3. PURPOSE

The role of the Communications Officer is to create and maintain Griffith City Council's public image and brand by:

- managing Council media relations
- coordinating the design, content and development of Council corporate, advertising and promotional materials,
- the design, development and administration of Council's website, extranet, intranet, and social media presence
- liaison with stakeholders to ensure published information is accurate, timely and consistent.

4. RELATIONSHIPS

The following are examples of relationships that it is anticipated the position will have:

Internal

- General Manager
- Senior Management Team
- Mayor and Councillors
- Other staff throughout Council

External

- Residents and Visitors
- Community and Business Representatives
- Government Departments and Agencies

- Members of Parliament
- Consultants
- Community Organisations
- Media outlets

5. CORPORATE ACCOUNTABILITIES AND RESPONSIBILITIES

Policies and Procedures

- Comply with Local Government State Award
- Comply with Council's Code of Conduct, Policies and Procedures at all times
- Maintain organisational confidentiality
- Comply with the requirements of Anti-Discrimination legislation, including Equal Employment Opportunity and all legislative requirements relevant to the position

Customer and Community Relations

- Ensure an efficient, courteous and professional service to internal and external customers at all times
- Present a positive image of Council at all times
- Promote a culture of understanding exceeding customer expectations
- Ensure effective community consultation and communication strategies are implemented for service delivery and projects where appropriate

Work, Health and Safety

- Ensure all work is performed in accordance with requirements of Work, Health and Safety policies, procedures and legislation
- Report all incidents, hazards and risks to the immediate supervisor
- Maintain and use personal protective and safety equipment as applicable to the role
- Actively participate in Work, Health and Safety activities

Teamwork

- Actively participate as a member of the relevant Council section and department
- Promote and maintain harmonious relationships in the workplace

Record Keeping

- Ensure accurate and timely record keeping in accordance with Council's requirements

Training and Development

- Actively participate in Council's training and development programs as required

Continuous Improvement and Innovation

- Promote the development of more efficient work practices

Environment

- Consider the protection of the environment in decision making and in the undertaking of all Council activities

General

- Perform other duties as required consistent with the level of competencies of the position
- Ensure efficient and appropriate use of Council resources when carrying out work
- Accomplish tasks while working under limited / minimum supervision
- Work with allocated resources and budget to meet or exceed expectations of Council

- Administer and ensure efficient and appropriate use of Council resources

6. PRINCIPLE ACCOUNTABILITIES

- Research, write and distribute media releases, reports, , written articles and advertising to promote or support Council's programs and initiatives both printed and digital.
- Facilitation and maintenance of all facets of Griffith City Council's public image utilising multiple media and communication platforms

7. KEY DUTIES

- Manage the communications aspect of any specific Council campaigns and programs including the development of specific communication and community engagement strategies .Develop methods of positively promoting the activities of Griffith City Council.
- Establish networks with the local and regional media and proactively liaises with the media to identify and utilise opportunities to promote Council and Council's services, in consultation with the Manager, Executive Services.
- Provide advice to Councillors and senior staff on media and communication strategies.
- Provide media, web and communication training.
- Generate regular communications reports detailing, media releases, advertising and web hits.
- Administer, develop and monitor Council's web site, extranet, intranet and to ensure information is current and relevant, , and that the site reflects Council's chosen branding and projects a positive image of Council and its services including:
 1. Revising and sub-editing to house-style and renewing all website content
 2. Maintaining navigation and links
 3. Preparation of graphics and attachments
 4. Removing out of date information
 5. Suggesting improvements in line with Council's communication strategy
- Manage and oversee Council and facilities online social media presence including regular updates and research and respond to requests for information.
- Design, develop and distribute corporate and promotional material as included in the Promotion Strategy – including Corporate and program specific flyers, display material, presentations and advertisements to ensure they adhere to the corporate identity and align with Council's brand positioning and promote Council positively.
- Oversee advertising for Council and facilities including developing and booking advertising materials.
- Design and develop copy for Council's various communications products to include both digital and print mediums. Act as organisational 'editor' by reviewing publications and communications for adherence to Council standards, styles and methods Develop, implement and review policies relating to communication within Council including but not limited to the Statements to the Media Policy and Social Media Policy.
- Adhere to Council's media and communications strategies and related policies to ensure continued delivery of effective and positive communication outcomes for Council.
- Minute Council Ordinary Meetings under direction from the Manager Executive Services.
- Work collaboratively within Council to develop appropriate and effective promotional material.
- Act as a liaison point for media enquiries, both externally and internally. .

8. COMPULSORY REQUIREMENTS OF THE POSITION

NIL

9. SELECTION CRITERIA

ESSENTIAL

- Diploma in either communications; graphic design; public relations; journalism; or other related field or demonstrated experience working in a multi-faceted communications role.
- Demonstrated ability to prepare quality media releases and respond appropriately to media enquiries.
- Demonstrated graphic design experience to include composition of corporate publications, promotional brochures and flyers
- Demonstrated high level editing skills
- Demonstrated experience utilising web-based communication tools, including social media platforms
- Demonstrated high level communication skills
- Demonstrated working knowledge of community consultation.
- Excellent time management and project management skills.
- Highly developed research skills demonstrating an awareness and ability to clearly articulate issues to various audiences.
- Demonstrated high level computing skills including MS Word, publishing software, website content management software.
- Demonstrated ability to work without supervision and on concurrent projects.
- Hold a current Class C drivers licence.

DESIRABLE

- Experience in project and event management.
- Proven experience in either Local, State or Federal Government in a related role.

10. CRITICAL PHYSICAL FACTORS

Described below are the critical physical factors (CPF) associated with this role. The CPF are an indication of the types of duties expected of an employee fulfilling this role. Employees and candidates should be aware that they may be required to perform tasks up to and including these CPF as an inherent requirement of their employment.

KEY

IInfrequent: exposure to the physical factor two – three times a year on average
OOccasional: exposure to the physical factor less than twice a week on average
FFrequent: exposure to the physical factor 3 - 4 times a week on average
CConstant: exposure to the physical factor more than 5 times a week on average
RRepetitive: exposure to the physical factor multiple times in an hour
S.....Seasonal: Activity involves seasonal variations
N/ANot Applicable
≡.....Winter

*Summer

Demands	Description	I	O	F	C	R	S	NA
Physical Demands of Job Tasks								
Kneeling/Squatting	Tasks involve flexion/bending at the knees and ankle, possibly at the waist in order to work at low levels							X
Leg/Foot Movement	Tasks involve use of the leg and or foot to operate machinery							X
Hand/Arm Movement	Tasks involve use of hands/arms - e.g. stacking, reaching, typing, mopping, sweeping, sorting, and inspecting.			X				
Bending/Twisting	Tasks involve forward or backward bending or twisting at the waist.							X
Standing	Tasks involve standing in an upright position without moving about							X
Driving	Tasks involve operating any motor powered vehicle	X						
	Tasks involve driving vehicle on unsealed roads.							X
Sitting	Tasks involve remaining in a seated position during task performance			X				
Reaching	Tasks involve reaching overhead with arms raised above shoulder height or forward reaching with arms extended.	X						
Walking/Running	Tasks involve walking or running on even surfaces							X
	Tasks involve walking on uneven surfaces							X
	Tasks involve walking up and / or down slopes							X
	Tasks involve walking whilst pushing/pulling objects							X
Climbing	Tasks involve climbing up or down stairs, ladders, scaffolding, platforms, trees, onto plant							X
	Tasks involve climbing over or under machinery							X
Working at heights	Tasks involve making use of ladders, foot stools, scaffolding, etc. anything where the person stands on an object other than the ground.							X
Lifting/Carrying	Tasks involve raising/lowering or moving objects from one level/position to another, usually holding an object within the hands/arms		X					
	Tasks involve raising/lowering or moving objects from one level/position to another, usually holding an object within the hands/arms for an extended period - e.g. whipper snipper.	X						
	1. Light lifting/carrying (0-9 Kg)			X				
	2. Moderate lifting/carrying (10-15 Kg)	X						
	3. Heavy lifting/carrying (16 Kg and above)							X
Restraining	Tasks involve restraining animals / objects							X

Demands	Description	I	O	F	C	R	S	NA
Pushing/Pulling	Tasks involve pushing/pulling hand powered objects away from or towards the body. Also includes striking or jerking. - e.g. hammer, hoe.							X
	Tasks involve pushing/pulling powered objects away from or towards the body. Also includes striking or jerking. - e.g. chainsaw, whipper, jackhammer, drills, grinders.							X
Grasping	Tasks involve gripping, holding, clasping with fingers or hands.							X
Manual Dexterity	Tasks involve fine finger movements - i.e. keyboard operation, writing, tightening a nut.			X				
Sensory Demands of Job Tasks								
Sight	Tasks involve use of eyes (sight) as an integral part of task performance - i.e. looking at screen/keyboard in computer operation, working in dark environment, etc.			X				
Hearing	Tasks involve working in a noisy area - e.g. boiler room, kitchen, workshop and/or operation of noisy machinery/equipment							X
Smell	Tasks involve the use of the smell senses as an integral part of the task performance - e.g. working with chemicals							X
Exposure to Chemical Hazards								
Dust	Tasks involve working with dust - e.g. sawdust							X
Gases	Tasks involve working with gases							X
Fumes	Tasks involve working with fumes - i.e., which may cause problems to health if inhaled.							X
Liquids	Tasks involve working with liquids which may cause skin irritations if contact is made with skin - e.g. dermatitis							X
Working Environment								
Temperature	Tasks involve working in temperature extremes and exposure to outdoor elements - e.g. working in a cool room, working outdoors, boiler room							X
Confined Spaces	Tasks involve working in confined spaces which may affect individuals with claustrophobia							X

11. AUTHORITY TO ACT

Delegations set out in the Council's delegation register or made by the General Manager.

12. AMENDMENT TO THIS POSITION DESCRIPTION

This position description may be amended from time-to-time and any changes will be communicated in writing.

Position Description reviewed: July 2013

Position Description updated to new format: October 2017

I accept the requirements of the position description and I can deliver its required outputs.

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(print name)

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(signed)

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(date)