

Position Description

Communications Advisor



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|---------------------------|---|
| Current Incumbent: | |
| Position number: | 074-3 |
| Department: | Communications and Engagement |
| Directorate: | Community |
| Classification: | Within Band 6 of the Moira Shire EA |
| Award: | <i>Victorian Local Authorities Award 2001</i> |

About working with Moira Shire Council

Moira Shire Council is an innovative and progressive local government organisation committed to serving the needs of communities across a large regional shire. We are an equal opportunity employer committed to providing a safe working environment that embraces and values child safety, diversity and inclusion.

We offer excellent conditions, flexible working arrangements, and health and wellbeing support in an encouraging, family friendly environment.

Role Purpose and Objectives

- To deliver Council's communication and engagement through the effective planning and delivery of communications, media, and content.

Organisational Relationships

Reports to: Manager Communications and Engagement

Supervises / Manages: Nil

Internal Liaisons: Communications and Engagement team members
Managers and Team Leaders
Project and program leaders
All staff

External Liaisons: Community and industry groups impacted by council engagement programs and communications
Media including local, regional, national, industry - print, broadcast, social and online
Communication staff within government departments and agencies, offices of elected representatives
Specialist consultants and agencies, designers, printers, photographers

Key Responsibilities and Functions

Communications and Engagement Planning

- Ensure all communication and engagement activities successfully support Council Plan and Community Vision.
- Proactively seek new and innovative opportunities to share information and engage with community.
- Work with Council staff to identify, support and coordinate media opportunities for Moira Shire Council, including launches and corporate events.
- Ensure communications programs are effectively targeted and make use of the best mix of communications tools and options, such as social media, media (print/radio/tv), website and email,

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advertising, events/launches, customer service scripts, staff/community/media briefings, road shows, video releases, etc.

- Provide regular reports and monitoring of Council's communications and engagement activities to the Manager Communications and Engagement.
- Coordinate the production and distribution of Council publications to corporate standards and brand guidelines.
- Coordinate the further development of, and oversee the maintenance of, the Council website.

Communications Delivery

- Maintain effective working relationships with journalists, editors, production managers and related roles to improve Council's access and delivery/performance.
- Prepare and distribute Council media releases and identify positive PR opportunities.
- Execute agreed plans on time and to budget and in line with Council's policies, processes and procedures including protocols for sign offs, spokesperson, branding and style.
- Provide 'on the ground' support to media and communications activities, including some activities outside business hours and on weekends.
- Coordinate communications and engagement activities which may include meeting facilitation, community/stakeholder/staff engagement activities.
- Coordinate and create content (i.e. photography, videography) to promote Council's activities and achievements.
- Investigate opportunities and make recommendations to improve internal communication flows across the organisation.

Administratio

- Develop and maintain a media and stakeholder database/contact lists.
- Track and monitor media reactive and proactive media activities.
- Ensure compliance with Council's procurement procedures.
- Ensure timely processing of accounts and invoices and other internal administration requirements.

Although an employee may be appointed to a particular position, Council may ask for duties to be carried out in other areas that are within their range of skills, competence and training.

Position Descriptors

Accountability and Extent of Authority

- The position occupant is accountable to Manager Communications and Engagement for the timely completion of tasks within set standards and procedures in an ethical and non-discriminatory manner which ensures a high level of service delivery and efficiency, and subject to approval of the Manager Communications and Engagement.
- Provision of advice to staff within area of responsibility that is in accordance with Council policy guidelines and managements direction.

Judgement and Decision Making

- The position requires creative and innovative thinking and the ability to encourage adoption by the broader business. The individual must be able to plan and manage delivery of multiple competing issues and projects often within tight and/or challenging deadlines.

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- Problems encountered may be complex and may involve seeking and weighing up advice from a range of internal and external sources.
- The work may involve improving and/or developing methods and techniques generally based on previous experience.
- Ability to effectively plan the implementation of agreed solutions.
- Advice and guidance are usually available within time to make a choice.

Specialist Skills and Knowledge

- Demonstrated experience in the production of communication materials in a corporate environment for a wide range of audiences.
- Ability to work with media representatives in a manner which promotes a positive image of the organisation.
- An understanding of theoretical discipline in search of solutions to new problems and opportunities.
- Understanding of the long-term Council and departmental unit goals and policies of the organisation.
- High level of computer literacy to assist in the preparation of documentation, reports and correspondence.

Management Skills

- Ability to manage own time, planning and organising own work and setting priorities.
- Ability to achieve specific objectives within available resources and timetable.
- Ability to implement EEO, OH&S and training & development.
- Ability to produce required materials and projects effectively and efficiently to a precise timetable and standard.

Interpersonal Skills

- Ability to develop and maintain effective and productive working relationships with media, industry, and the general community.
- High level of interpersonal skills, including written and verbal communication.
- Ability to create and maintain a rapport with staff, suppliers, and customers to establish strong working relationships.
- Ability to represent and enhance the image of the Council to both internal and external customers.
- Ability to gain co-operation and assistance from clients, customers, and other staff members through the use of high-level customer service and communication skills.
- Committed team player with the ability and desire to contribute to team development.

Key Selection Criteria

- Degree/Diploma in relevant field or experience in relevant field (marketing communications or community engagement) OR lesser formal qualifications with several years' experience.
- Able to function effectively in a highly political environment and to manage negative issues and turn these into positive results.
- Demonstrated ability to engage and liaise with a diverse audience.
- Proven ability to create content appropriate to the audience and communication medium.
- Proficiency in preparing and distributing media releases and managing relationships with journalists, editors.
- Project planning and management techniques/skills including consultant/stakeholder management and

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development of project plans and timelines.

- Experience in the coordination or production of communication materials for a wide range of audiences.

Essential qualifications and experience

- Degree/Diploma in relevant field or experience in relevant field (marketing communications or community engagement) OR lesser formal qualifications with several years' experience.
- Current driver's license.

Desirable qualifications and experience

- Experience in working with the media and preparing media releases.
- Experience in basic graphic design.
- Experience or interest in digital content creation
- Tracking, reporting and measurement experience.
- Community engagement training such as IAP2.

Licenses and mandatory requirements

- Current driver's license.

Inherent physical requirements

- High
 - Extended periods of sitting and keyboard / mouse work
- Medium
 - The worker is subject to inside environmental conditions
- Low
 - May be subject to highly stressful situations (e.g. deadlines, sensitive situations)

Core Competencies (As defined in the Moirā Core Competency Framework)

| Moirā Value | Competency | Role requirement |
|---|---------------------------------------|------------------|
|  Respect | • Community and customer focus | Tier 1 |
| | • Plan and prioritise | Tier 1 |
|  Honesty | • Communicate and engage | Tier 2 |
| | • Display resilience and adaptability | Tier 1 |
|  Accountability | • Demonstrate accountability | Tier 1 |
| | • Deliver results | Tier 2 |
|  Teamwork | • Create, innovate and solve problems | Tier 1 |
| | • Work together | Tier 1 |
|  Integrity | • Manage self | Tier 1 |
| | • Act with integrity | Tier 2 |
|  People Leadership | • Manage and develop people | - |
| | • Lead and manage change | - |
| | • Think and act strategically | - |
| | • Inspire direction and purpose | - |

Shared Organisational Responsibilities

Occupational Health and Safety

- Take reasonable care for own health and safety; and
- Take reasonable care for the health and safety of persons who may be affected by the employee's acts or omissions at the workplace; and
- Cooperate with employer with respect to any action taken by the employer to comply with a requirement by or under the OHS Act or Regulations
- While at work, an employee must not intentionally or recklessly interfere or misuse anything provided at the workplace in the interests of health, safety or welfare.
- Ensure hazards, incidents, near misses and injuries are reported immediately.

Code of Conduct

- Ensure that the Moira Shire Employee Council Code of Conduct and all organisational policies and procedures are adhered to.

Customer Service

- Provide quality customer service to both internal and external customers in accordance with Council's Customer Service Charter and Standards.

Recordkeeping

- Comply with records management obligations and responsibilities.
- Make and keep accurate and complete records of business activities and decision making in accordance with Council's Records Management Policy.

Confidentiality

- Comply with the requirements regarding collection, use and disclosure of personal information under the *Privacy & Data Protection Act 2014* and the Information Privacy Principles.
- Understand that unauthorised disclosure of Council information is prohibited (this includes but is not limited to intellectual property, council records, performance information and contractual arrangements) both during and after employment at Council.

Emergency Management

- Assist in Council's emergency management operations (as required under the *Emergency Management Act 2013 (and 1986)*) where required and within reason.

Risk Management

- Comply with Council's Risk Management Policy.
- Understand the principles and purpose of Risk Management.
- Understand all the risks associated with their activities and assist in the identification and management of risks.

Child Safety

- Ensure that behaviours and actions are consistent with the Victorian Child Safe Standards, related legislation and Council's Child Safe Policy.

Diversity and Inclusion

- Ensure compliance with equal opportunity, diversity, anti-discrimination and gender equality legislation, policies and procedures.

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Agreement

I hereby agree to the terms and conditions of this Position Description.

Incumbent's name: _____
(Print)

Signature: _____ Date: _____

Managers name: _____
(Print)

Signature: _____ Date: _____

Review of this Position Description

This position description will be reviewed in accordance with the *Victorian Local Authorities Award 2001*.

