

Position Description

Position Title:	Communications Officer
Position Number:	20057
Team:	Communications and Engagement
Department:	Communications and Engagement
Reporting to:	Principal, Communications and Engagement
Direct reports:	Nil
Industrial Instruments:	Queensland Local Government Industry Stream A Award - State 2017 & Cassowary Coast Regional Council Certified Agreement 2023
Level	5

THE ROLE

The Communications Officer will work collaboratively with their team and across Council to ensure staff and the community are effectively informed and engaged on Council's projects, initiatives, and services through a range of channels.

The Communications Officer will write, edit, design and produce a range of products including videos, publications, social media content, online content, e-newsletters, advertising copy, scripts, media releases and responses, infographics, signage, internal communications, and promotional collateral.

KEY OUTCOMES

- Effective communication and campaign strategies are in place that support Council's strategic and operational priorities, build trust with the community, and enhance Council's reputation.
- Council's team members are informed and engaged via effective internal communications.
- Community members are informed and engaged via effective social media, online, media, advertising, and print communications.
- Internal stakeholders and colleagues receive timely, professional and expert advice that supports them to implement communications and engagement policies, processes, and approaches.
- Evaluation and feedback demonstrate the effectiveness of communication strategies, campaigns, messages, and products.
- A continuous improvement approach is applied to communications practices and services.

KEY ACCOUNTABILITIES

- Develop, implement and evaluate effective communication, campaign, media, and social media strategies for internal and external audiences.
- Produce a wide range of effective communication products including but not limited to

videos, publications, social media content, online content, e-newsletters, advertising copy, scripts, media releases and responses, infographics, signage, internal communications, and promotional collateral.

- Monitor, moderate, develop and publish content, and engage with the community via Council's social media channels.
- Undertake website and intranet publishing, and support staff across Council to review and update online content.
- Undertake graphic design and video production.
- Support team members' written and visual communications by reviewing and editing draft materials and providing effective feedback.
- Implement relevant recommendations from Council's Disability Inclusion Action Plan to ensure Council's communications are accessible and meet the needs of diverse audiences.
- Apply the Council's style guide and government writing style conventions.
- Liaise with relevant stakeholders to produce timely and effective communication products.
- Organise SharePoint, Canva and Adobe files, images, videos and folders, and apply version control, tags and naming conventions.
- Contribute to strong and effective communication practices, including through reporting and evaluation.
- Comply with all Council policies and procedures, including the Code of Conduct for Council Employees.
- Undertake any other duties, projects or tasks as directed by the Principal or the Manager, Communications and Engagement. which generally fall within the scope of this position and are within the incumbent's skills, competence and training.

BEHAVIOURAL COMPETENCIES

- Practices behaviours aligned with Council's Values (Grow Your Own, Make it Better, Be Courageous, Work Smarter, Be Accountable to the Community) and Code of Conduct for Council Employees in all interactions with internal and external stakeholders.
- Exercises and takes responsibility for Work Health and Safety, Environment Protection, Equal Opportunity (EEO), Anti-discrimination, Recordkeeping, Risk and Privacy obligations.
- Excellent interpersonal skills.
- Models professional and ethical behaviour.
- Focuses on performance and meeting team and organisational goals.
- Acts proactively and is able to self-manage workflow.
- Responds flexibly to change and excels in a busy work environment.
- Commits to personal and professional development.

SELECTION CRITERIA

Essential

- Bachelor's degree or equivalent in strategic communications, public relations, marketing, or a related field.
- Experience working in a communications role in federal, state or local government.

- Demonstrated experience developing, delivering and evaluating multi-faceted communication strategies in a complex, changing environment.
- Demonstrated experience providing communications advice and support to senior leaders, colleagues and internal stakeholders.
- Demonstrated ability to collaborate with internal stakeholders and external contractors to produce high-quality communication products.
- Strong written, oral and visual communication skills.
- Strong command of Microsoft Office programs including Word, Excel and PowerPoint.
- Strong command of graphic design and video editing software such as Canva, InDesign, and Premiere Pro.
- Strong photography skills.
- Ability to demonstrate behavioural competencies.
- Current Queensland Class 'C' driver's licence.

Desirable

- Experience in publishing and updating content on intranets and websites.
- Knowledge of local government functions, activities and administrative processes.
- Experience and/or knowledge in producing accessible communications.

OUR ORGANISATIONAL EXPECTATIONS

Equity and diversity

We are an equal opportunity employer and actively encourage diversity. We recognise the unique contribution First Nation people make to our workplace and our community and we strive to strengthen and develop connections through understanding, learning, and seeking opportunities to support a community connected to culture and Country.

Work health and safety

All employees are required to adhere to Council's Work Health and Safety Policy Statement and be committed to maintaining a healthy and safe work environment.