

Information Pack

Marketing and Communications Officer

Your application should be lodged online – [City of Rockingham Jobs](#)

Applications must be received by 4pm, Thursday 23 October 2026, or until a suitable pool of candidates exists. This means the vacancy may close without notice, so if you are interested in the position, we highly recommend you apply as soon as possible.

Applications will be assessed as they are received and candidates may be invited to interview prior to the close date.

In the interests of fairness and equity, late applications will not be accepted.

Selection criteria apply to this vacancy – refer to the advertisement

You will be required to provide your response to each criterion during the online application process. "Refer to Resume" is not accepted as a response; your application will be regarded as incomplete and will not proceed.

If you identify as a person with disability and require adjustments throughout the recruitment and selection process please contact the Recruitment Team via email at jobs@rockingham.wa.gov.au or phone 08 9528 0333. We're happy to discuss options to assist you e.g. we can provide alternate formats for application forms, or alternate methods of applying.

Employment Conditions

Location	Administration Building, Civic Boulevard, Rockingham
Agreement	City of Rockingham Industrial Agreement 2024, or its successor
Gross Wage	\$94,367 to \$101,357 per annum (pro-rata), dependent on skills and experience
Tenure	Permanent, Part-Time
Hours of Work	32 hours per week
Superannuation	12% with the option to co-contribute up to 5%
Annual Leave	Four weeks (pro-rata) per annum
Sick Leave	76 hours (pro-rata) per annum, accrued on a monthly basis
Long Service Leave	13 weeks of long service leave after 10 years of continuous local government service, transferable between all Local Government Authorities in Western Australia
Probationary Period	Three months; may be extended to six months
Integrity assessments that form part of our recruitment process	If your application progresses beyond interview you will be required to: • Provide referee details so we can conduct reference checks; at least one referee must be a current or immediate past supervisor or manager. We do not contact your referees until you give us consent to do so. • Obtain a National Police Check – this is an online process and you will be contacted by our provider. The cost of the check is paid by the City. A prior conviction is not an automatic barrier to employment with the City. The Human Resource Development team and Director will assess each case on merit and give approval for the recruitment process to continue, or not. • Participate in a medical assessment (including a drug and alcohol screen); the cost of this will be met by the City.

Position Description



Title:	Marketing and Communications Officer
Tenure:	Permanent, Part time
Division:	General Management Services
Level:	5 Industrial Agreement General Classification

RESPECT – our Values Statements

Recognition – We encourage positive feedback, recognising and celebrating each other's contribution and achievements, no matter how small

Ethics – We know the difference between right and wrong, and recognise the importance of honesty and ethical behaviour

Service – We always aim to deliver excellent service to our customers, stakeholders and fellow staff

Professional Development – We commit to learning and training activities that assist our personal and professional development, and create pathways for promotion within the organisation

Empowerment – We make considered and informed decisions supported by training, encouragement and being able to learn from our experiences

Communication – We expect to be kept informed about important issues and we commit to always listening, asking questions and sharing information

Teamwork – We work together both within and across teams, help out whenever we can, and understand that it's not just about 'our team'



Position Objectives

- Deliver marketing and communications initiatives that support the implementation of the City's Strategic Community Plan and strengthen the City's reputation
 - Partner with officers to coordinate marketing and communication activities, provide advice on brand and style requirements and ensure communication materials are accurate, consistent and aligned with the City's corporate standards
 - Increase community awareness, understanding and participation in the City's services, programs, projects and events through targeted and effective communication and marketing activities
 - Ensure consistent and professional application of the City's brand, visual identity and communication standards across all internal and external communications
 - Support the delivery of proactive and reactive media communications that enhance and protect the City's reputation.
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Organisational Relationships

Reporting to:	Senior Marketing and Communications Officer
Responsible for:	Nil
Membership of:	Strategy, Marketing and Communications team
Liaison with:	Directors, Managers, City of Rockingham teams, and media stakeholders, customer and clients

Organisational Chart

Manager Strategy, Marketing and Communications
Strategic Projects Coordinators
Media and Communications Coordinator
Senior Graphic Designer
Senior Marketing and Communications Officer
Marketing and Communications Officers
Marketing and Communications Support Officer
Administration Assistant

Key Responsibilities

Marketing and Communications

- Collaborate with internal officers to develop and deliver integrated marketing and communications initiatives that effectively promote City events, projects, programs and services
- Build and maintain productive relationships across the organisation to support communication, marketing and media activities and ensure internal and external communication objectives are achieved
- Develop, proofread and edit content for a range of communication channels, ensuring accuracy, consistency and alignment with the City's brand and corporate voice
- Review, coordinate and monitor the City's campaigns conducted through Mailchimp
- Prepare media releases, official statements, reactive media responses and speech material for the CEO, Mayor and Council Members ensuring alignment with strategic communications objectives, and reputational risk management considerations
- Provide training to relevant officers in the use of Mailchimp, website and CORi (the City's intranet)
- Provide support to the Senior Marketing and Communications Officer, and act in the role during periods of absence
- Proactively contribute to the delivery of strategic marketing and communications initiatives, organisational projects and continuous improvement activities within the Strategy, Marketing and Communications team.

Branding

- Implementation of the City's Style Manual
- Work collaboratively with officers in the planning and development of corporate collateral, ensuring compliance with Style Manual requirements
- Assist with the management and maintenance of the corporate photo library
- Liaise closely with the Senior Graphic Designer to align creative direction, visual identity and design outputs with overall brief objectives and brand requirements
- Work with external creative service providers, including contracted graphic designers, photographers and videographers ensuring quality, value and alignment with corporate standards

Customer Service

- Foster, advocate and implement the City's Customer Service Commitment
- Through the delivery of outstanding service, establish a reputation of customer service excellence throughout the organisation

Corporate Compliance

- Maintain safe and compliant work practices in accordance with the City's Code of Conduct, Work Health and Safety (WHS) legislation, Risk Management, Contract Management, Project Management, Procurement and Recordkeeping Frameworks and all other relevant Council policies, Executive Standards and procedures
- Identify and report on operational risk in accordance with the Risk Management Framework
- Demonstrate a commitment to WHS and the assessment/management of safety risk that is consistent with the WHS Roles and Responsibilities Framework

General

- Foster, advocate and implement the City's RESPECT Values Statements
 - Perform other duties as directed when appropriate to the scope and level of this position
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Requirements of the Job

Skills, Knowledge and Experience

Essential

- Excellent written and verbal communication skills including report writing, with a high level of attention to detail
- Excellent proofreading and editing skills
- Excellent interpersonal skills and the ability to negotiate to achieve successful outcomes
- Excellent knowledge of social media as a communication and marketing tool
- Sound knowledge of the graphic design and publication process, particularly design and document layout
- Demonstrated experience preparing media releases, speeches, media responses, key messages and other communication materials
- Sound time management and organisational skills
- Strong computer literacy skills, particularly in Microsoft Office, Canva and Photoshop
- High level experience in developing and implementing marketing and communication campaigns to drive community awareness
- Excellent copywriting experience
- Sound experience in the development of corporate collateral and branding
- Experience in a local government environment would be an advantage

Qualifications, Certifications and Licences

Essential

- Degree in Marketing, Communications, Public Relations or a related discipline
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Scope of Position

- Works under the general direction of the Senior Marketing and Communications Officer
 - Prioritises own work to ensure all tasks are performed within a satisfactory timeframe
 - Exercises initiative and/or judgment within clearly established procedures and guidelines
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Certification

Approved by	Manager Strategy, Marketing and Communications	Date reviewed	August 2026
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Submitting Your Application

The following information will assist you in preparing your application. All applications are reviewed by a selection panel which determines the candidates who are the strongest overall match to the requirements of the position. The selection panel will base its decision on the information you provide.

Canvassing of elected members will eliminate you from the recruitment process.

Curriculum Vitae or Resume (Required)	This summarises your work history and should start with the most recent or current position. You should include employment dates (months), details of duties, and highlight your achievements in each job. You should also include your qualifications and training achievements. Be sure to include any study you are currently undertaking and membership of professional bodies. It is also beneficial to outline any activities you have undertaken outside of work that are relevant to your application.
Selection Criteria (Required)	The selection criteria relevant to this role are specified in the advertisement, and you must address these as part of your application. If you do not address the selection criteria, your application will be regarded as incomplete and it will not proceed.
Covering Letter (Optional)	You may wish to summarise your application and emphasise your strengths and achievements that are relevant to the role.
Referees	Referees should be contacted for approval before listing them in your curriculum vitae. It is preferable that at least one referee be a current or recent supervisor/manager. Provide names, work addresses and contact telephone numbers of referees. Only referees who are able to comment on your work experience (preferably against the Requirements of the Job) should be included.
Qualifications, Certificates, References, etc.	Please do not send original documents. You may attach photocopies of relevant qualifications, certificates, references, etc. to your application. If you are the successful candidate, we will need to sight original qualifications and/or verify conferral of the qualification.
If you have any queries	Please contact a member of the Human Resource Development Team. jobs@rockingham.wa.gov.au or by calling 08 9528 0333.