



POSITION DESCRIPTION

Media & Communications Officer

Incumbent:	VACANT
Department:	CEO Office
Reports to:	Media & Communications Lead
Supervises/manages:	Nil
Employment Status:	Full-time
Award Classification:	Band 5
Prepared by:	Human Resources Business Partner
Approved by:	Chief Executive Officer

Position Summary

The Media and Communications Officer works across the organisation to deliver internal and external media, communications, and marketing activities, including corporate advertising, to ensure the promotion of Council's achievements across multiple communication channels.

Key Responsibilities

- Develop proactive media strategies to promote Council and its facilities to the community, government, corporate sector, and other key stakeholders.
- Respond to media enquiries, prepare media releases and statements, speeches, and other editorial correspondence to promote community awareness of Council decisions, actions and works programs and to disseminate the information appropriately.
- Develop and/or implement internal communication strategies, ensuring consistent messaging is delivered across the organisation.
- Develop and nurture relationships with media outlets to ensure Council initiatives, activities, events, and programs are accurately and positively promoted.
- Liaise with external public relations companies and other organisations in relation to key projects and assist with the planning and delivery of key Council events.
- Deliver proactive media support to Councillor's, the Chief Executive Officer, and Council staff.
- Produce, collate, and edit content for community newsletters and corporate publications.
- Assist with monitoring online media, including social media, as directed.
- Assist in promotion campaigns, arrange interviews, and provide information on Council activities.
- Source ideas for media releases and newsletters, as well as track, monitor, and report on media issues relevant to Council decisions and services.
- Assist with the planning and delivery of community engagement activities.
- As part of a website team, assist with maintaining up-to-date information on Council's website.
- Photograph Council events, announcements, and other activities.
- Ensure compliance with Council's Risk Management Policy, Risk Management Framework and OH&S Policy.
- Observe all policies and procedures of Council.
- Any other duties as required within the scope of the position.

Accountability & Extent of Authority

- Act under the guidance of more senior staff and the advice of the CEO in liaison with media and day-to-day management of the organisation's media relations.
- Be accountable for the quality and efficiency of own work output.



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- Provide advice to senior staff and Councillor's in matters relating to media relations and public relations campaigns.
- Responsible for sourcing and contributing to positive media opportunities for Council.

Judgement & Decision Making

- Make prompt and appropriate decisions without the need for direct supervision, if necessary.
- Exercise judgement when dealing with complex issues and an ability to utilise effective problem-solving skills that is guided by established policies and standards.
- Professional judgement and decisions related to the issues at hand based on in depth knowledge and understanding of the Council's broader goals, objectives, and key messaging.
- Recommendations to be put forward in relation to manner, timing and medium in which information is presented.
- All media releases to be developed in consultation with the relevant Council Officer and the approved by the CEO.
- Media releases and other written material produced must fall within Council's established media policy and guidelines.

Specialist Knowledge & Skills

- Demonstrated understanding of media relations within a Local Government setting.
- Photographic skills would be beneficial.
- Knowledge and demonstrated ability to create content across all communication platforms.
- Demonstrated analytical, and research skills to produce accurate and informative communications.
- Ability to correctly use grammar, punctuation, and spelling to enable consistent and professional delivery of messages.
- Experience in delivering rich social media content and autonomy in posting material and responding to other's posts.

Management Skills

- Effective management of time priorities and organising own work to meet deadlines.
- Ability to work with all levels and areas across the organisation and to gain cooperation from members of the public.
- Ability to work with minimal supervision.
- Ability to manage competing priorities and work in a demanding environment.
- Ability to source information and ideas for media releases, newsletters, etc. without direction.

Interpersonal Skills

- Ability to relate professionally and enthusiastically to a diverse range of people, both internal and externally.
- Ability to maintain confidentiality at all times.
- Provide excellent customer service to all areas of Councils, as well as the community and external stakeholders.
- Ability to develop a close working relationship with the CEO and their office.

Qualifications & Experience

- Qualifications and/or experience in public relations, journalism, marketing, or communications (including social media).
- Experience in liaising with members of the public.
- Demonstrated high-level of accuracy and attention to detail.
- Demonstrated ability to write media releases, articles, and reports, and undertake research and manage the advertising requirements of the organisation.
- Well-developed information technology skills, including experience in social media platforms and



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web-based content management systems.

Key Selection Criteria

1. Qualifications and/or experience in public relations, journalism, marketing, or communications – including social media.
2. Excellent organisational skills, with the capacity to manage priorities with tight deadlines.
3. Demonstrated success in developing and implementing communications campaigns.
4. Demonstrated analytical, conceptual, and problem-solving skills with a high degree of initiative and flexibility.
5. Highly developed communication skills with the ability to develop strong working relationships both internally and externally, including an ability to develop and present information in clear, easy to understand language.

Position Approval

	Signed	Date
Acknowledged by Employee		
Approved by the HR Business Partner		
Approved by the Chief Executive Officer		