



Position Description

Position Title	Communications Support Officer
Directorate	Corporate & Customer Services
Level	4
Reports to	Communications Team Leader
Responsible for	Not applicable
Primary Location	Margaret River Civic Administration Centre

Position Overview

- External Communications - assist with our communications and marketing plans, including the development of creative ideas for delivery, content and messaging that helps us to stay in tune with our community.
- Media - undertake media activities under the guidance of Communications Officers and Coordinator. This includes the identification of positive media opportunities and drafting of media content to ensure alignment with key messaging.
- Digital Experience Curator – assist in maintaining the Shire’s digital assets including social media platforms. Ensure the content is aligned with the Shire’s strategic objectives and customer needs.
- Internal Communications – support the Communication Officers with the implementation of communication strategies, marketing and social media plans.

Position Responsibilities

- External Communications: assist with our communications and marketing plans, including the development of creative ideas for delivery, content and messaging that helps us to stay in tune with our community
- Establish and maintain positive and functional relationships with all relevant stakeholders
- Be proactive with media: stay up to date with news, issues, concerns and regional affairs to help the team identify media opportunities (both traditional media and the socials)
- Maintain the Shire’s digital assets including social media platforms
- Understand what key messaging means and how to use it: your words will have power and resonate with our community
- Understand who we’re talking to: you must have a keen interest in our community and care about what makes us tick
- Manage the communication teams’ calendar: flag deadlines, provide upcoming event advisories, and remind the team of scheduled activities.
- Assist with the Shire advertising, including statutory requirements, community notices etc. as required and directed.



Media:

- Undertake media activities under the guidance of Communications Officers and Coordinator. This includes the identification of positive media opportunities and drafting of media content to ensure alignment with key messaging.
- Keep us on-trend. Create engaging on-message content for multiple platforms that resonates with our community

Website:

- Proactively manage the content and usability of the Shire's website
- Assist with website builds including framing, content development and user testing
- Evaluate website performance and provide recommendations for improvements

Administrative support:

- Provide superb administrative support with excellent organisational abilities, outstanding time management skills and meticulous attention to detail
- Assist with the delivery and/or coordination of graphic design and printing needs
- Produce Shire collateral including templates for documents, publications, brochures, and leaflets
- Establish and maintain effective recordkeeping
- Assist with professional photoshoots to meet Shire objectives, including identifying images required, coordinating run sheet, sourcing talent and props, and assisting onsite
- Manage our media monitoring/clipping library
- Monitor media and forward articles of interest or relevance to appropriate officers.
- Implement the Shire's Digital Asset Governance Plan to ensure website and other digital asset standards are maintained.
- Own and take responsibility for our reporting: collect data and provide analysis and reporting as required
- Undertake regular content reviews and audits to ensure digital asset content remains relevant, accessible and aligned with the Shire's objectives and needs of the customer.
- Manage our Purchase Orders and purchasing processes

Position Requirements

Essential

- Positive, can-do attitude with a drive to be exceptional
- Superb organisational skills
- Social media savvy – understand how to stay on-trend and relevant (while aligning with our values)
- Video editing and photography skills
- Proficiency with the Adobe design suite
- Website management skills including a knowledge of CMS
- Genuine interest in, and knowledge of our community
- Proven experience at a similar level supporting the implementation of communications, marketing and social media plans
- Appropriate diploma level qualification in communications, marketing, media etc or



- equivalent specialist knowledge through previous experience
- Demonstrated ability in building effective and positive working relationships with internal and external stakeholders

Desirable

- Knowledge and understanding of government policy and processes
- Knowledge of procurement processes
- Knowledge of human centred design practices
- Website development skills

Key Relationships	
Internal	External
CEO Councillors Executive Leadership Team Senior Leadership Team Team members All Shire Staff	Community Members and groups Public Utilities and Authorities Consultants and other professionals State and Federal Ministers and Departments Associates of Local Government Local Governments

Our Values - The Way We Do Things

- Respect** We acknowledge our culture, environment and community, whilst ensuring our behaviour has a positive impact.
- Integrity** We have the courage to do the right thing and be transparent in our decision making.
- Community** We focus on supporting positive collaborative relationships that connect our communities to deliver great outcomes for the wider community.
- Excellence** We are committed to providing a high level of service to our customers and are open to opportunities and change.

Acknowledgement		
Incumbent Name	Signature	Date
Reporting Officer Position & Name	Signature	Date