# **Position Description**

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| **Position Title** | Communications Officer |
| **Directorate** | DCCS |
| **Level** | 6 |
| **Reports to** | Communications Coordinator |
| **Responsible for** | N/A |
| **Primary Location** | Shire of Augusta Margaret River Civic Administration Centre |
| **Delegation** | As per Authorisations & Delegations Register |

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| **Position Overview** |

Primary functions

* External Communications – develop, manage, and implement communications and marketing plans, including drafting of content and dissemination across a range of mediums to appeal to target audiences and promote key messages in alignment with Shire’s strategic priorities.
* Content creation – press releases, blogs, socials, video and photography that aligns with corporate strategy and messaging
* Manage relationships with key stakeholders to deliver proactive and reactive communications programs.
* Media – undertake media activities as directed by the Communications Coordinator including the identification of proactive, positive media opportunities
* Branding – ensure the Shire’s Style Guides are followed consistently across all channels.
* Proactive, creative, on brand and on message communications programs to support the Shire’s events strategy.
* Digital Asset Maintenance – develop, maintain, and provide advice on the Shire’s digital assets including the corporate website, other Shire websites and social media platforms. Ensure content is aligned with the Shire’s strategic objectives and customer needs.

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| **Position Responsibilities** | | |

* Develop, manage, and implement communication and marketing plans which align with the Shire’s overall communications and marketing plans
* Manage positive ongoing relationships with all relevant stakeholders
* Contribute towards the development of the Shire’s overall communication strategy
* Work autonomously to produce creative, engaging and compelling communication material across a range of media to appeal to different target audiences and promote key messages in alignment with the Shire’s strategic direction and priorities.
* Develop and undertake Shire advertising, including statutory requirements and other business unit requirements within identified deadlines.
* Manage the delivery and/or coordination of graphic design and printing needs
* Ensure that the Shire Style Guides are implemented throughout the organisation.
* Liaise with external stakeholders to produce joint marketing campaigns.
* Establish and maintain effective recordkeeping.
* Assist other Communications Team members and the Community Engagement Officer as and when required.

**Media (social and traditional)**

* Coordinate media activities including proactive and responsive media.
* Identify opportunities for the use of social and other media.
* Secure interviews for television, radio and other media which align with the Shire’s objectives.
* Formulate and promote key messaging in alignment with the Shire’s strategic positioning
* Draft media releases, media responses, speech notes, radio announcement and written content leveraging appropriate messaging
* Establish and maintain positive relations with journalists and media agencies.
* Additional activities as requested by the Communications Coordinator

**Digital Marketing**

* Create and deliver engaging, entertaining content that aligns with the Shire’s messaging
* Implement the Shire’s Digital Asset Governance Plan to ensure website and other digital asset standards are maintained.
* Assist with the evaluation of website performance and provide recommendations for improvements.
* Collect and collate data to understand the impact of digital campaigns.
* Establish and maintain effective recordkeeping for digital communications.
* Additional activities as requested by the Communications Coordinator

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| **Position Requirements** |

**Essential**

* Minimum of 5 years media and marketing experience
* Proactive, can-do attitude and a drive for excellence
* High level of attention to detail
* Proven track record for delivering high level, engaging campaigns across social and traditional media
* Ability to work both autonomously and as part of a team
* Graduate level qualifications in marketing, media, journalism or similar
* Experience of working with website CMS, developing website content
* Experience of email marketing
* Experience of working with local, regional and national media
* Ability to work to tight deadlines in a fast-paced environment
* Demonstrated ability in building effective working relationships with internal and external stakeholders
* Possess a current Western Australia ‘C’ Class driver’s license

**Desirable**

* Knowledge and understanding of government policy and processes
* Local government experience
* Understanding of media law, ethics and publishing standards
* Understanding of licensing and copywriting
* IAP2 Certificate of Engagement
* Knowledge of the Augusta Margaret River region and the issues that the community faces

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| **Key Relationships** | |
| **Internal** | **External** |
| CEO  Directors  Shire President  Councillors  Shire Staff | Media Organisations  Community Associations  Consultants and other professionals  Associations of Local Government  Other Local Governments  Industry leaders and groups |

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| **The Way We Do Things** |

Respect Integrity Community Excellence

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| **Acknowledgement** | | |
| Manager Name | Signature | Date |
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