

POSITION TITLE - COMMUNICATIONS OFFICER

POSITION ID	COMMSC
CLASSIFICATION & TENURE	Band 6 – Permanent Part Time (.60 FTE)
DIRECTORATE	CEO UNIT
DEPARTMENT	CEO UNIT
LOCATION	Daylesford
REPORTS TO	CEO
DIRECT REPORTS	NA

OUR VALUES



ACCOUNTABILITY

We will be responsible for our choices.

We will acknowledge and learn from our mistakes.



RESPECT

We will accept people's differences.

We will look for the best in people and their contribution.

We will treat people with respect and dignity.



EXCELLENCE

We will perform to the best of our ability.

We will commit to learning and growing.

We will strive to achieve Council's long-term vision.



TRUST

We will encourage creativity and innovation.

We will value everyone's contribution.

We will act honestly and lead by example.



FUN

We will acknowledge and celebrate our success.

We promote a healthy sense of humour.

We believe in getting involved.

POSITION PURPOSE

- Provide high level internal and external communications that promotes Hepburn Shire Council in a positive way and ensure Hepburn Shire Council's communications and community engagement methods align with its strategic objectives.

KEY RESPONSIBILITIES AND DUTIES

INTERNAL SUPPORT

- Implement the Communications Business Plan and Strategy.
- Act as a primary contact for Council business units and work as a business partner to develop and implement communication strategies and campaigns for projects, services, initiatives and decisions.
- Research and prepare speeches and correspondence, as well as briefing notes for the Mayor, Councillors and CEO.

- Provide information to Chief Executive Officer, Mayor and Executive Team on media and communication issues relating to Council.
- Assist in the formulation and review of Council’s public relations and communication policies.
- Administration tasks relevant to the function of the role including monitoring published media.

MEDIA/WEBSITES/PUBLICATIONS

- Develop and implement stakeholder engagement strategies that enhance the communication and relations between Council, the organisation, print and electronic media, the local community, and the broader region.
- Develop media materials and press releases appropriate to the issues and programs on behalf of the Mayor, Councillors, CEO, Directors, and Manager.
- Organise Council’s response to all media enquiries, including preparation of responses.
- Develop and carry out an internal media activity calendar for the organisation.
- Manage website and establish processes to ensure relevance and up to date content of the internet and intranet websites with representatives of all Council Departments.
- Manage home page posts on the website to ensure most important and relevant information is easily accessible.
- Prepare the Council’ publications including the Annual Report, Shire News, Council Plan, staff bulletins and others as required.
- Prepare the weekly CEO Update email.
- Prepare the Community Directory and miscellaneous brochures.
- Review Council branding and its utilisation across the organisation aligned with updating the procedure as required.

ORGANISATIONAL RESPONSIBILITIES

<p>Policies, Legislation, Behaviours & Values</p>	<ul style="list-style-type: none"> • Comply with all Council policies, procedures, and goals, including the Code of Conduct and Council’s adopted values; and the regulatory and legislative requirements relevant to the department. • Demonstrate behaviours of the highest integrity, free from bullying, harassment and discrimination.
<p>A Safe and Healthy Workplace</p>	<ul style="list-style-type: none"> • Embrace Council’s commitment to providing a safe and healthy working environment by performing duties in accordance with the Occupational Health & Safety Act 2004, OHS Regulations 2017, codes or practice, policies and procedures. • Ensure that due care and diligence is undertaken at all times and that actions do not create a risk to self and others • Report any matters that may impact on the safety of Council employees or citizens, assets and equipment.
<p>Child Safe Standards</p>	<ul style="list-style-type: none"> • Hepburn Shire Council is committed to creating a child safe organisation where children and young people are respected, valued and encouraged to reach their full potential. • Hepburn Shire Council’s policies and procedures support the implementation of requirements under the <i>Child Wellbeing and Safety Act 2005</i> and the <i>Child Safe Standards</i>. • All staff must actively contribute to a child safe and child friendly environment and are committed to continuously update their knowledge

	to ensure they fulfil their obligations in relation to Child Safe Standards. Council will provide access to continuous learning opportunities and develop relevant services and programs to adopt Child Safe practices.
Confidentiality	<ul style="list-style-type: none"> • Maintain confidentiality in respect of all dealings of a sensitive or confidential nature. • Ensure Council records are maintained in the approved record management system in an accurate and timely manner.
Customer Experience	<ul style="list-style-type: none"> • Promote excellence in the customer experience and in conjunction with your manager or people leader, identify, review and implement strategies to improve customer experience quality and efficiency.
Emergency Management	<ul style="list-style-type: none"> • Contribute to emergency management planning and activities as they arise as well as undertake relevant training. During a CEO identified emergency an employee may be required to complete alternative work including administration, logistics and specialist support.
Corporate Training	<ul style="list-style-type: none"> • Participate as directed in training and education to maintain compliance and up-to-date knowledge.
General	<ul style="list-style-type: none"> • Responsibilities and duties included in this Position Description are subject to the multi-skilling provisions of the relevant Award and/or the Hepburn Shire Council Enterprise Agreement. • Other duties undertaken are within the scope of the employee's skills, competence, and training, relevant to the position band, as requested by the people leader.

CLASSIFICATION DEFINITIONS

Accountability & Extent of Authority	<ul style="list-style-type: none"> • Briefing the CEO on significant issues of operational and strategic importance. • Arranging media contact and distribution of media releases in accordance with Council policy. • Maintaining effective relations with the media and other stakeholders. • Maintaining confidentially of all documents within the control of the position. • Freedom to act within established operational and budgetary guidelines and the provisions of relevant Acts, Regulations, Codes and Council policies and procedures.. • Prepare and sign correspondence for issues subject to the jurisdiction of the position.
Judgement & Decision Making	<ul style="list-style-type: none"> • Make decisions on all matters regarding day-to-day requirements of the position. • Decisions of a non-routine or politically sensitive nature must be referred to the Chief Executive Officer. • Guidance and advice on these matters is usually available within the time necessary to make the decision.

<p>Specialist Skills & Knowledge</p>	<ul style="list-style-type: none"> • Thorough knowledge of the print and electronic media and their functions. • Analytical and research skills of the level to produce accurate and informative communications. • Highly developed interview skills. • Ability to produce high quality publications and advertising material for print and electronic media. • Sound knowledge of Federal, State and Local Government activities and programs.
<p>Management Skills</p>	<ul style="list-style-type: none"> • Ability to manage time, set priorities, plan and organise own work to achieve specific and set objectives in an efficient manner. • Ability to precis reports and other documents, identifying key issues. • Ability to utilise participative practices to achieve outcomes. • Ability to research and source information and ideas for media releases, newsletters, radio programs, and other communication media without direction or assistance
<p>Interpersonal Skills</p>	<ul style="list-style-type: none"> • Excellent oral and written communication skills, • Ability to interact and collaborate with internal and external stakeholders including Council staff, business and community leaders, the media, regional networks, consultants and contractors. • The ability to participate in shared decision-making, the allocation of work within a team setting and provide assistance to other positions within the CEO Unit.
<p>Qualifications & Experience</p>	<ul style="list-style-type: none"> • A tertiary qualification in Journalism or Public Relations would be desirable ore relevant with some relevant experience • Demonstrated experience working within a Government department or similar organisations • Experience in research, journalism, advertising, report writing, print and/or electronic media and website development. • Well-developed Information Technology skills. • A demonstrated professional approach in communication, promotion, marketing, media liaison and information provision. • Knowledge of Federal, State and Local Government activities and programs. • Current Victorian Drivers License.

SELECTION CRITERIA

- Demonstrated ability to provide strategic communication and media advice across the organisation and work within tight and conflicting timeframes.
- Excellent interpersonal, team work and customer relations skills and the ability to encourage participation and support from a diverse range of people, both internally and externally.
- Excellent written communications skills to develop communication strategies, policies, speeches, newsletters, media releases, annual reports and correspondence which foster a positive and consistent corporate image and branding.
- Ability to effectively use computer software applications including MS Office, MS Outlook, desktop publishing, internet and internal corporate information systems.

OTHER REQUIREMENTS

- Maintain a satisfactory National Criminal History Check.
- Working with Children Check (*if required*)
- A current Australian Drivers Licence (*if required*)

APPROVAL

Approved by (Department)	Yes
Reviewed by (P&C)	Yes
Date	02/07/2024
Employee Acceptance	Your signature indicates your understanding, agreement and approval of the position description. This position description is current at the date of issue and subject to the review at least annually, in consultation with the employee.
Name	
Signature	
Date	

PHYSICAL AND PSYCHOLOGICAL REQUIREMENTS

Condition/Activity	Constant	Frequent	Occasional	N/A
Manual handling - above 5 kg below 10 kg				✓
Manual handling - above 10 kg				✓
Manual handling – lifting above shoulder			✓	
Working with arms above head				✓
Repetitive bending/twisting				✓
Using vibrating / powered hand tools				✓
Close inspection work				✓
Working in dusty / slippery / wet conditions				✓
Wearing safety shoes/boots (steel cap)				✓
Wearing hearing / eye protection				✓
Using chemicals				✓
Repetitive hand washing / cleaning				✓
Working at heights				✓
Working in confined spaces				✓
Working in heat (over 35 C)				✓
Working in cold (under 5 C)				✓
Driving vehicles / operating plant				✓
Using a keyboard	✓			
Writing by hand	✓			
Transcribing from hard copy	✓			
Audio transcription	✓			
Handling difficult customers onsite			✓	
Handling difficult customers offsite			✓	
Making decisions that impact on other employees (disciplinary / restructure / investigation)			✓	
Other _____				✓