

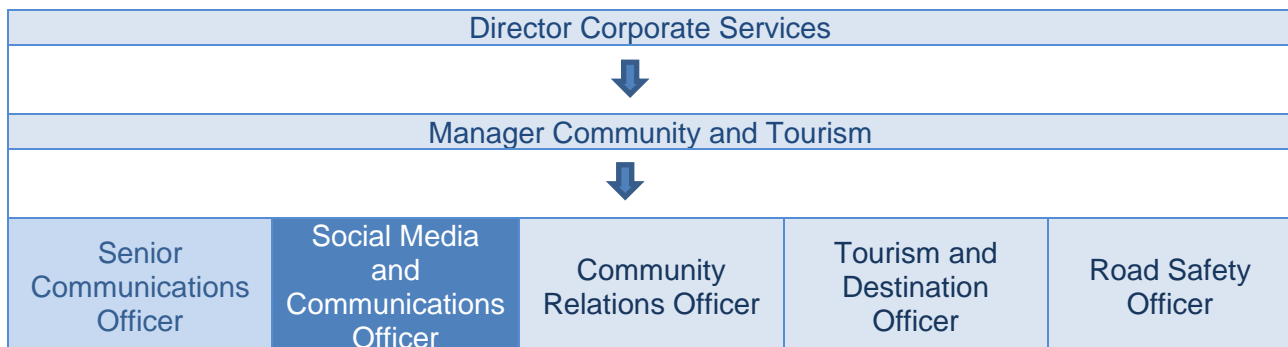
Position Description

Position Title	Social Media and Communications Officer
Position Code	CORP052
Department	Corporate Services
Division	Community and Tourism
Reports To	Manager Community and Tourism
Direct Reports:	Nil
Position Classification	Professional Specialist Band 3, Level 1
Position Status	Permanent
Allowances	Nil

SPECIAL CONDITIONS

Some out of hours work may be required on an ad-hoc basis.

REPORTING STRUCTURE OF POSITION



PRIMARY PURPOSE OF THE POSITION

To develop practical experience in media, communication and engagement within Local Government.

This position will work in the area of communication and engagement and positively contribute to the focus of Council

<i>Areas of Delivery</i>	<i>Est. % of time spent</i>
<i>Responsible for Council's external communications and media</i>	40%
<i>Provide advice and guidance regarding the communications strategy of the business</i>	30%
<i>Provide advice and guidance regarding the development and implementation of strategic and operational Projects delivery and quality management of all Council related communication products</i>	30%

POSITION RESPONSIBILITIES

- Responsible for the development of Mayoral and Executive Communication, as required including newspaper columns, media interview materials and speaking notes.
- Responsible for the development and implementation of Council's External Communication Plans to align with strategic objectives, providing advice into and implementation of Stakeholder Engagement Plan (SEP) deliverables across major and other identified projects in communication and engagement.
- Responsible for the review and communication of Council's public documentation, including the Community Strategic Plan, Delivery Plan and Annual Report to promote Council's programs and initiatives to the community.
- In collaboration with the Senior Communications Officer, develop communications plans to facilitate effective external communications and marketing messages that ensure that Forbes Shire Council is promoted in a positive way;
- Establish networks, liaising with all media stakeholders in managing promotional campaigns, arranging interviews, and providing information on Council activities as Council's primary media contact.
- Collaborate with all departments within Council to research, develop and write proactive and reactive media releases, social media posts, alerts and responses for distribution after approval;
- Responsible for the coordination, content development, scheduling and responses through Council's Facebook and other social media channels.
- Work in conjunction with the Senior Communications Officer to source, coordinate, design, produce, write, and edit content for a range of Council's events and publications as well as a monthly Community Newsletters and other advertising material.
- In collaboration with the Senior Communications Officer, provide quality oversight of all design professional work for Council, and engaging templates for Council documents aligned with branding guidelines.
- Create Council's web content for its official website and intranet, as required.
- Work with the Manager Community and Tourism and the Senior Communications Officer to review, develop and implement policies, procedures, forms and guides related to media and communication to ensure they are current and demonstrate best-practice principles.
- In collaboration with the Manager Community and Tourism and the Senior Communications Officer, identify innovative methods of communication with the community and key stakeholders.
- Responsible for the creation of all content for social media channels including LinkedIn, Instagram, Twitter, Facebook, and You Tube.

- When required, work in conjunction with contractors enlisted to provide specific communications services for Council.
- In collaboration with the Senior Communications Officer, utilise and maintain the database for Council's SMS Notification Service to relay messages to the community, especially during emergency situations.
- Responsible for the coordination of the images database for Council and source or produce images relevant to communications plan strategies.
- Responsible for communicating planned community engagement activities and events to support the Community and Tourism Team.
- Assist the Community and Tourism Team in the communication, and where required, the organisation and coordination of community events, community engagement, promotions, civic functions and displays;





Organisation – Operations

- Ensure compliance with the WHS Act 2011 and its regulations, including:
 - Report any injury, damage, unsafe condition or hazard to the immediate supervisor, or an appropriate person;
 - Wear protective clothing or equipment in the manner intended (if required);
 - Take reasonable care for the health and safety of all persons who are at their place of work;
 - Ensure that all employees and contractors under their direction or control receive adequate instruction for the safe and efficient performance of their duties;
 - Correct unsafe and/or unhealthy practices or conditions in areas under the control of the position to the full extent of the position's authority or refer to relevant Supervisor, Manager, or Manager People and Strategy;
 - Cooperate with the supervisor in the measures taken to ensure Work Health and Safety;
 - Undertake prompt and direct reporting of all WHS related matters through Council's online system or via phone call to Supervisor within reporting timelines.
- Participate fully in prompt investigation of all serious or potentially serious accidents which result in, or could have resulted in either injury to persons or damage to property, or human resource implications so that remedial action may be affected promptly;
- Work cooperatively in a team environment and provide support and/or technical advice as required across other areas of Council;
- Assess and improve work practices and procedures on a continuous basis to achieve Council's goals;
- Comply with all Council's policies and procedures and Code of Conduct;
- Complete other duties as directed by the nominated Supervisor.
- Undertake other relevant duties as directed which are consistent with the employee's skill, competence and training.

KEY RELATIONSHIPS

Who	Why
Internal	
Senior Communications Officer	Professional Support, Direction and Assistance
Manager Community and Tourism	Supervisor – Professional Support, Direction and Assistance
General Manager and Mayor	Professional advice and assistance on all forms of communication.
Leadership Team	Advice and assistance on all forms of communication.
Community and Tourism Team	Colleagues – Support and direction
Council Staff	Advice and assistance, where required.
External	
Business Community	Communications to the business community.
Community Members	Communications to the community.
Authorities	Liaison in regards to Council communications.
Government Authorities	Liaison in regards to Council communications.
Councillors within the scope of Council's Code of Conduct 'Model'.	During Council meetings and committee meetings where relevant.

POSITION CAPABILITIES

LGNSW Capability Framework		
Capability Group	Capability Name	Level Required
 Personal Attributes	Manages Self	Advanced
	Displays Resilience and Adaptability	Advanced
	Act with Integrity	Advanced
	Demonstrate Accountability	Adept
 Relationships	Communicate and Engage	Advanced
	Community and Customer Focus	Advanced
	Works Collaboratively	Adept
	Influence and Negotiate	Adept
 Results	Plan and prioritise	Adept
	Think and solve problems	Adept
	Create and Innovate	Adept
	Deliver Results	Adept
 Resources	Finance	Intermediate
	Assets and Tools	Adept
	Technology and Information	Advanced
	Procurement and Contracts	Intermediate

PERSON SPECIFICATION

Essential

- Must have a tertiary course in a relevant discipline i.e. Communications, Media, Public Relations;
- Articulate and concise in written and spoken communications and ability to fact check, self-review and quality assure work;
- Demonstrated understanding and ability to apply discretion and maintain confidentiality;
- Strong social and other media skills and ability to work effectively in platforms such as Facebook, Instagram, LinkedIn, Website content and all digital platforms.
- Class C (Standard) Drivers Licence.

Experience

- Demonstrated ability to work unsupervised and achieve outcomes set against deadlines;
- Demonstrated ability to multi-task and manage conflicting priorities;
- Demonstrated high level interpersonal skills including engagement with a diverse range of stakeholders;
- Demonstrated high level verbal and written communication skills including researching, writing, editing, proof reading and adaptable to a range of projects and audiences;
- Demonstrated computer literacy including highly developed skills in the Microsoft suite of products and a range of web software and high-level knowledge of emerging communication channels;
- Demonstrated experience in social media content, research and generation
- Demonstrated understanding of Work Health and Safety and Risk Management.

Desirable

- Demonstrated experience in design and design software i.e. InDesign, Illustrator, Photoshop and the adobe Suite;
- Demonstrated skills in photography.
- Demonstrated work experience in media or communications;

Authority and Accountability

- Worker level responsibilities in regards to WHS legislation;
- Financial delegation as per Council's delegation register

EQUIPMENT REQUIRED FOR THE POSITION

- Laptop

HR USE ONLY	
Does this position require a Working with Children Check?	Yes / No
Does this position require the incumbent to undergo a criminal reference check	Yes / No
Does this position have a Financial Delegation	Yes / No Level:
<p>Does this position require the incumbent to possess a specific license or qualification including one or more of the following:</p> <p><i>NB. Please ensure evidence of these tickets and licenses is provided to Council upon acceptance of this position.</i></p>	<p>Yes / No</p> <p>Please provide details:</p> <p><input type="radio"/> C-Class Driver's License</p> <p><input type="radio"/> HR Driver's License</p> <p><input type="radio"/> Gunn License</p> <p><input type="radio"/> Confined Spaces Ticket</p> <p><input type="radio"/> Working at Heights Ticket</p>

ACKNOWLEDGEMENT	
<p>This position description is a broad description of the accountabilities, duties and required capabilities relating to this position. The role and position are dynamic and may evolve and change over time in line with changing strategic and operational requirements. Continuing development, change and improvement of processes, practices, knowledge, skills and behaviors are expected at Forbes Shire Council.</p>	
<p>I have signed below in acknowledgement of reading, understanding and accepting the contents of this document. I accept that, with consultation, my duties may be modified by Forbes Shire Council from time to time as necessary.</p>	
Employee's Signature:	Date: