

Position Description

Position Title:	Communications Officer (senior position)
Incumbent:	Vacant
Key Result Area:	Organisational improvement
Classification:	Band 5/6
Award name:	Victorian Local Authorities Award 2001 varied by the Towong Shire Council Enterprise Agreement 2014
Hours:	38 hours per week, or part-time by negotiation
Employment term:	Permanent
Employment type:	Full-time or part-time (negotiable)
Location:	Tallangatta Office
Reports to:	Director Community and Corporate Services
Supervises:	Nil
Approved by:	Chief Executive Officer
Date approved:	March 2018
Document type:	Position Description
Reference:	Personnel

Position Objectives

- Drive and manage all facets of Council's communications and public relations functions, including in its role as Secretariat for Rural Councils Victoria
- Demonstrate positive and supportive behaviours consistent with Council's values, towards all staff, contractors and Councillors
- Embrace innovation, technology and sustainability in delivering the objectives and key responsibilities of the role

Key Responsibilities and Duties

Communications – Towong Shire Council

- Develop and implement a professional and effective communications strategy
- Develop relationships with media organisations to facilitate the best possible coverage of Council's activities
- Prepare media releases to promote and raise awareness of Council activities in conjunction with the relevant officers
- Ensure that Council's website is kept up to date; work with internal stakeholders to identify opportunities for improved website communications and draft content for approval
- Manage and improve Council's social media presence
- Explore and recommend new/emerging methods of communication

- Develop email communication mechanisms to both inform and seek feedback from community members
- Prepare and coordinate the distribution of communications, including social media posts, flyers and community newsletters, as required
- Provide regular reports on communications and public relations activities, including the effectiveness and areas for improvement
- Coordinate the design, content preparation and production of the Annual Report
- Assist in the development of key strategic documents including the Council Plan and Strategic Resource Plan
- Act as a mentor to the Communications Officer and provide support and direction as required.

Communications – Rural Councils Victoria

Towong Shire Council provides Secretariat services to Rural Councils Victoria Incorporated (RCV). The Communication Officer role will encompass the communications and public relations function for RCV. Responsibilities will include:

- Develop and implement a communications strategy to enhance external awareness of Rural Councils Victoria's programs and initiatives
- Prepare media releases to promote and raise awareness of Rural Councils Victoria's activities
- Develop relationships with media organisations to facilitate the best possible coverage of Rural Councils Victoria's activities
- Work with RCV stakeholders to identify opportunities for improved website communications, draft content for approval and ensure that RCV's website is kept up to date
- Manage and improve RCV's social media presence
- Coordinate the design, content preparation and production of the RCV Annual Report
- Coordinate the design, content preparation and production of the RCV e-Newsletter
- Promote and raise awareness of RCV events

Governance and Statutory Compliance

- Make every effort to ensure that Council complies with its obligations under the Local Government Act and other relevant legislation (in consultation with Senior Management)
- Make every effort to ensure that Rural Councils Victoria complies with its obligations under the Incorporated Associations Act and other relevant legislation (in consultation with Senior Management)

Risk Management

- Ensure Council's Risk Management Policy and Procedures are observed and complied with at a personal level
- Ensure compliance with the Information Privacy Act 2000 and treat all information of a sensitive nature concerning the business of Council, Ratepayers or Residents in a professional and confidential manner

Occupational Health and Safety

- Ensure Council's Occupational Health and Safety Policy and Procedures are observed and complied with at a personal level
- Ensure that no actions taken by the officer interfere with or place at risk the health and safety of any person at the workplace

Accountability, Extent of Authority and other duties

- Under the guidance of the Director Community and Corporate Services, authority is extended to decision and policy making within areas managed not requiring a direct Council resolution, within the constraints of the Council Plan, policy and delegations, statutory obligations and budget.
- Fulfill any other duties as directed by the Director Community and Corporate Services that are reasonably within the limits of the employee's skills, competence and training
- Keep the Chief Executive Officer and Directors briefed and informed on matters of interest or concern

Selection Criteria

Qualification and Experience

- Relevant tertiary qualifications would be highly regarded
- Significant communications experience in a diverse operating environment
- Current driver licence is required

Specialist Skills and Knowledge

- Excellent written and verbal communication skills
- Advanced word processing and publishing skills and the ability to prepare complex documents
- Experience using Adobe InDesign CS6
- Ability to undertake research and prepare high quality corporate documents and reports
- Knowledge of MailChimp and web management software would be highly regarded
- Knowledge of the functions and current activities of Council
- Sound knowledge and understanding of the Local Government Act and other relevant legislation

Judgment and Decision Making Skills

- Ability to use a high level of judgment to identify problems and recommend appropriate solutions, using existing policies and procedures, whilst exercising confidentiality and appropriate political astuteness

Management Skills

- Excellent time management skills and an ability to set priorities and plan and organise one's own work to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Exceptional attention to detail to ensure a professional image of Council is maintained

Interpersonal Skills

- Excellent written and oral communication skills to deliver a high quality service to all stakeholders (both internal and external)
- Ability to work as a team member and maintain effective communication with staff
- Ability to foster quality positive working relationships across and beyond the organisation
- Ability to communicate within all levels of Council, community and external sources as required
- Positive 'can do' attitude whilst exercising tact and diplomacy.

Physical Working Conditions

Type of Hazard	Frequency					
	Rarely		Regular		Often	
	1	2	3	4	5	6
Noise eg. Chainsaw	✓					
Manual Handling eg. Lifting	✓					
Operation of heavy machinery eg. Tractor	✓					
Confined spaces eg. sewerage lines	✓					
Hazardous substances eg. Herbicide	✓					
Heat and exposure eg. Outdoors	✓					
Isolation eg. tip supervision	✓					
Sedentary eg. computer operation						✓
Dusty environment eg. Quarry	✓					

Key: Rarely: once monthly for say ½ hour
 Regularly: once weekly for say 1 - 2 hours
 Often: once daily for say at least 3 hours

This position description has been approved by the Chief Executive Officer.

Juliana Phelps
 Chief Executive Officer
 Date: