



# Position Description

## Position Summary

<b>Position Title:</b>	Digital Communications Officer
<b>Position Status:</b>	Permanent, part time (21 hours per week)
<b>Reports to:</b>	Coordinator Communications
<b>Location:</b>	Administration Building   Corner Tamar and Cherry Streets, Ballina
<b>Applicable Classification:</b>	Grade 8

## Position Objective

- To provide support in developing creative collateral for publication on digital and traditional media.
- To support the Communications Team with the development and implementation of communication and marketing plans to increase community awareness and involvement in Council services, activities and programs.
- To provide a high level of customer service when dealing with general enquiries from internal and external customers and present a positive image for Council that demonstrates Council's commitment to quality service delivery.

## Organisational Relationships

<b>Within Department:</b>	Director Corporate and Community Manager Communications Coordinator Communications Communications section staff	
<b>Within Council:</b>	General Manager Section Managers Directors All Council employees	
<b>External to Council:</b>	Members of the public Public authorities Contractors Government/professional networks	Local businesses Media Community groups

## Key Duties and Responsibilities

Key duties of the position include, but are not limited to, the following:

### Customer Service

- Provide professional and timely advice to management, staff and the public with respect to position related matters.
- Engage with the media to improve the profile of Council and accurately report Council activities.
- Interpret and apply technical concepts and practices to resolve formal complaints, problems and explain policy.
- Promote a positive image for Council through efficient and effective responses to public enquiries at the counter, over the phone and on site concerning general enquiries.

### Corporate Communication and Media Functions

- Assist with the development of Council's digital communication publications for all facets of communication mediums.
- Assist with research, preparation, copyediting and distribution of media releases and advertising.
- Support the Communications Team with the development and implementation of communication and marketing plans to increase community awareness and involvement in Council services, activities and programs.
- Create and design social media content in accordance with Council procedures.
- Assist in maintaining Council's Communication Guidelines.
- Support the maintenance of core content on Council's website to ensure a contemporary and professional image for Council.
- Assist with completion of internal and external promotions, event launches, advertising including scoping, planning, delivering and monitoring.
- Develop educational material to support and deliver programs throughout the shire.
- Maintain up-to-date knowledge and understanding of digital media and contribute to the development of new initiatives.
- Work collaboratively with and across functional areas to ensure team and Council's goals and priorities are met and team harmony is maintained.
- Carry out any other duties as may be necessary and within your skills, competencies and training.

### Written Communication

- Respond to correspondence in accordance with Council's customer service and communication guidelines.
- Prepare material for use by the public that clearly and succinctly explains Council projects and services.
- Contribute to the development of Council policies that reflect the culture, values and objectives of the organisation.

### Work Health and Safety

- Ensure that all work is carried out in accordance with Council's safe work procedures and work health and safety policies.

### Continual Improvement

- Identify and contribute to process, systems and procedures improvements that deliver quality services and projects.

## Key Outcomes and Performance Standards

The below key outcomes and performance standards are required by all staff. They are to be demonstrated each and every year to enable eligibility for assessment of pay progression.

The performance standards must occur within the context of Council's community and work environment, including day to day operations, policies and procedures.

<b>Key Outcome</b>	<b>Performance Standard</b>
<i>Follow defined WHS procedures</i>	<ul style="list-style-type: none"> <li>• Workplace procedures and instructions for controlling risks are followed accurately.</li> <li>• Hazards in the work area are recognised and reported to the immediate supervisor.</li> <li>• Reports on accidents and incidents are provided to the immediate supervisor in accordance with Council requirements.</li> <li>• Assist others in the work team with implementing risk management policies and procedures.</li> </ul>
<i>Provide service to customers</i>	<ul style="list-style-type: none"> <li>• Handles requests for action or information using Council's protocol and procedures.</li> <li>• Responds accurately to verbal enquiries from the community about specific work area and functions.</li> <li>• Carries out all processes within the agreed Council timeframes.</li> </ul>
<i>Work effectively within and for Ballina Shire Council</i>	<ul style="list-style-type: none"> <li>• Duties are performed in accordance with Council administrative and human resources policies such as timekeeping, records management, WHS and EEO.</li> <li>• Own work is monitored and improved, according to requirements for job quality, customer service.</li> <li>• Requests for assistance from other staff or the public are responded to promptly and appropriately.</li> <li>• Effectively contribute to change processes and other ideas in a constructive and productive way.</li> </ul>
<i>Work with others in Council</i>	<ul style="list-style-type: none"> <li>• Duties are undertaken in a manner that promotes cooperation and good relationships within Council.</li> <li>• Work information is shared with co-workers to ensure designated work goals are met.</li> <li>• Communication with others is conducted in a clear and concise manner and focused on the best way to achieve work objectives.</li> <li>• The principles and intent of Equal Employment Opportunity (EEO) are observed and implemented.</li> </ul>
<i>Communicate effectively in the workplace</i>	<ul style="list-style-type: none"> <li>• Participation with work group and other teams is supportive, efficient and effective, with the primary goal of helping achieve Council's objectives.</li> <li>• Participation in work meetings is consistent with purpose of meeting and meeting conventions understood and observed.</li> <li>• Information, instructions and decisions are understood and adhered to.</li> <li>• Provide concise, relevant work information in response to supervisor requests within designated timeframes.</li> </ul>
<i>Follow defined ethical guidelines from Council, including its Code of Conduct</i>	<ul style="list-style-type: none"> <li>• Understanding and day to day implementation of Council's Code of Conduct and Public Interest Disclosures Act.</li> <li>• Any potential conflicts of interest are reported immediately to the relevant Council officer.</li> <li>• Support is given to other staff who may wish to report any potential conflicts of interest.</li> </ul>

## Selection Criteria

The following essential and desirable criteria must be addressed as part of your application. Applications that do not address these criteria will not be considered.

### Essential

Applicants must meet the following criteria:

- Behaviour that positively demonstrates Council's values of creative, accessible, respect, energetic and safe.
- Proven experience in communications, marketing or a related field.
- Demonstrated experience in traditional and digital media.
- Demonstrated experience in the use of templates to create publications and artwork using InDesign.
- Demonstrated high level communication and administration skills with the ability to work effectively and support a small team.
- Class C driver licence.
- Proven experience in Content Management Systems.
- Proven high level computer literacy with experience in the Microsoft Office suite, including Word, PowerPoint, Excel and Outlook.
- Proven sound time management skills including the ability to work independently and manage competing deadlines.
- Knowledge and understanding of the principles and practices of equal employment opportunity and work health and safety and an ability to apply them to work practices.

### Desirable

The following criteria are considered important and demonstrated capacity to satisfy them will be highly regarded:

- Qualifications in communications, digital media or related field.
- Demonstrated experience in copy writing across all media.

# Information Package

## Digital Communications Officer

(permanent, part time – 21 hours per week)

**APPLICATIONS CLOSE: Sunday, 24 November 2019**

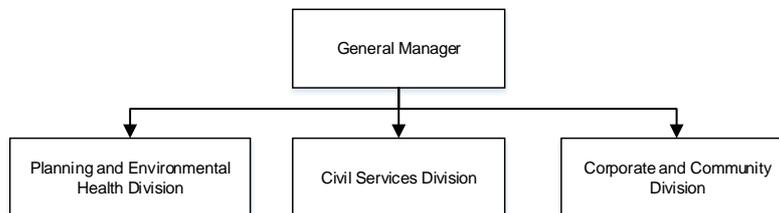
### Position Overview

Reporting to the Coordinator Communications, the position of Digital Communications Officer is an integral member of a professional team responsible for developing and implementing of communication and marketing plans to increase community awareness and involvement in Council services, activities and programs. The position is responsible for providing a high level of support in developing creative collateral for publication on digital and traditional media.

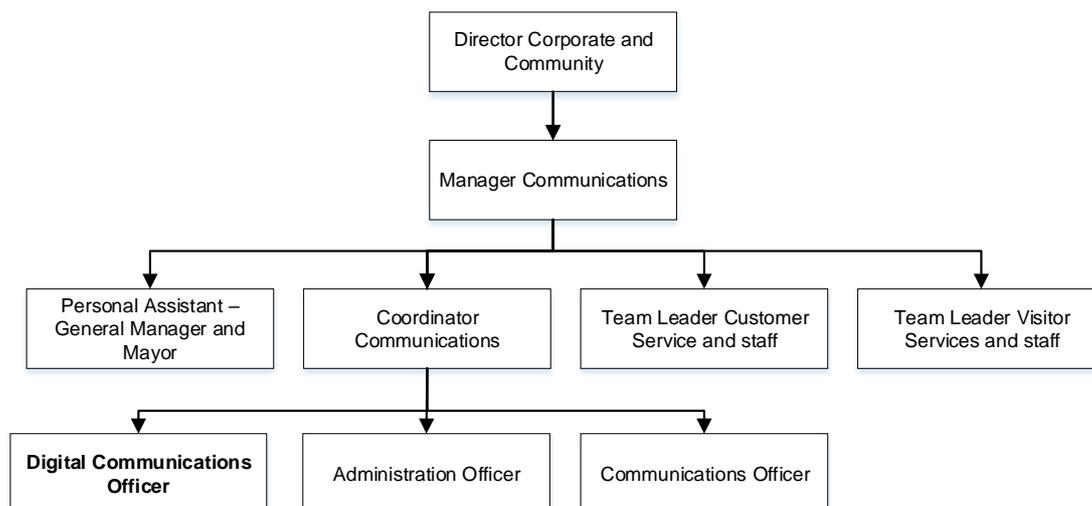
The Communications team is focussed on providing quality customer service to Council's internal and external customers. The position will work closely with the team to ensure that section goals and objectives are achieved.

### Structure

#### Corporate Structure



#### Section Structure



## Corporate Vision and Values

It is considered highly important that the vision and values of Council's employees align with that of Council. It is therefore paramount that the successful candidate for this position demonstrates qualities that will assist Council in achieving the following:

Vision: The Ballina Shire is safe, with a connected community, a healthy environment and a thriving economy.

Community Values: Creative | Accessible | Respect | Energetic | Safe

## Pre-employment Assessments

Prior to being appointed to the position of Digital Communications Officer, short-listed candidates will need to successfully complete the following pre-employment assessments:

- Pre-Employment Medical self assessment – the completion of Council's Pre-employment Medical Self Assessment form to assess overall health and well-being to determine suitability to the duties of the position.

## Hours of Work

Normal hours of work for this part time position are 21 hours per week spread across three days being Tuesday, Wednesday and Thursday.

## Remuneration Package

Conditions of employment will be in accordance with the terms and conditions of the Local Government (State) Award 2017. The part time position of Digital Communications Officer is assessed at Grade 8 under Council's salary structure, and provides an annual salary range of \$33,500 to \$38,500 (plus superannuation), dependent upon experience, skills and qualifications.

In addition, the position will have access to a range of other benefits including educational assistance initiatives, a very attractive training support program and a subsidised non-compulsory uniform.

## Application Requirements

Applicants must submit documentation addressing the selection criteria for the position. The essential and desirable criteria for the position of Digital Communications Officer are listed in the Position Description. Applications that do not address these criteria will not be considered. In addition, a resume with the following details needs to be provided:

- Relevant education and qualifications (interviewed candidates will need to produce original qualifications at time of interview)
- Relevant work experience
- Contact details of at least two professional referees, including your current employer.

## Submission of Application

Applications can be submitted on line via the following link:

[http://www.ballina.nsw.gov.au/cp\\_themes/default/jobs.asp](http://www.ballina.nsw.gov.au/cp_themes/default/jobs.asp)

## Recruitment Process

Council's recruitment process is conducted according to strict confidentiality and equal employment opportunity standards. It is Council's aim to complete the recruitment process and notify candidates of an outcome within four weeks of the closing date, however this timeframe can be extended due to unforeseen circumstances. As a guide, the expected timeframe for the recruitment process for Digital Communications Officer is as follows:

Closing date: Sunday, 24 November 2019

Interview date: Week commencing 2 December 2019

Candidates notified of outcome: Week commencing 9 December 2019

For further information on this recruitment process, please contact Council's People and Culture section on 02 6686 1443.