

Position Description

Communication Officer



Position Title	Communication Officer	Role ID	CECES1
Division	Corporate Services	Unit	Communication and Customer Experience
Job Grade	6	Award	35
Reports To	Senior Program Leader - Communication and Creative Services		
Revised/Created	March 2021– CCX Structure Review 2021		

Primary Objective

- Develop, deliver and evaluate effective communication and marketing campaigns that help people get the most out of Council's programs and services.
- Create and produce a wide range of high-quality written, social and digital content.

Values Statement

What We Value

Living and loving the Tweed.

We look after people and places, explore all opportunities and are proud of our passionate approach.

We care about each other, choose to be here, and are in this together.

We have conversations where everyone can contribute and we are willing to have a go.

We put back in to make a difference, so that our Tweed community is even better tomorrow than it is today.

Organisational Environment

CORPORATE SERVICES

The Corporate Services Division provides a comprehensive range of support services across the organisation in the areas of human resources, risk, work health and safety, corporate compliance, audit, administration, governance, communication, customer service, corporate relations, finance, revenue, information technology, GIS and integrated planning and reporting.

The Division supports the General Manager and the three operational Divisions in a participative and consultative environment aimed at facilitating organisational performance and competitiveness.

COMMUNICATION AND CUSTOMER EXPERIENCE UNIT (CCX)

The Communication and Customer Experience Unit informs, educates and engages with the Tweed community and staff so they get the most out of Council services and programs and creates quality customer experiences.

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The unit has three sections that support Council's 52 services: Communication and Creative Services, Community Engagement, and Customer Experience and Digital Solutions.

The work environment is busy, responsive to customer demands and requires regular adjustment of priorities and activities.

Council is committed to the principles of ecological sustainability in all operations and responsibilities.

The Position

The Communication Officer is responsible for coordinating the organisation's communication needs ranging from advice and content strategy, design and content creation, marketing, promotions, advertising and coordination of Council-hosted events.

The hands-on role works within a multi-skilled team that provides a full-service, in-house communications service to 52 Council services.

The position maintains internal relationships to support Council services meet their communication and customer experience needs.

The position develops, delivers and evaluates effective, creative and innovative communication and marketing campaigns that help people get the most out of Council's programs and services or educate to encourage behaviour change.

Using a 'nose for news', the position creates and produces content for traditional, social and digital channels. This includes blog and news articles, social posts, video production, writing for the web, speechwriting and promotional materials that enhance Council's reputation and inform the community about what their Council is delivering for the Tweed.

Writing in plain language with impact and championing and encouraging Council's commitment to plain language, our brands, visual and written standards is required at all times.

The position contributes to the CCX team work plan through the effective coordination and planning of client projects.

The role is an active member of the high-performing CCX team by collaborating and working alongside the Community Engagement, and Customer Experience and Digital Solutions sections to achieve team success.

The position works in a busy, deadline driven and responsive environment. It requires regular adjustment of priorities, attention to detail, a flexible approach and work outside of hours on occasions. The role is part of a hands-on and helpful team whose members assist each other in times of high demand or crisis/natural disaster responses.

The position is required to perform any other duties as directed by your Supervisor (within a broad scope of job grade, skills and training).

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The work of the position includes, but is not limited to, the following:

Key Responsibility Areas	Associated Key Duties
1. External and internal communication	<ul style="list-style-type: none">• Maintain productive internal relationships across the business and embed communications as a key partner for providing valued advice and supporting communication and customer experience needs.• Contribute to the effective coordination and planning of projects in the CCX team work plan.• Develop, deliver and evaluate effective, creative and innovative communication and marketing campaigns that help people get the most out of Council's programs and services or that educate and encourage behaviour change.• Have a 'nose for news' to actively promote opportunities that will enhance Council's reputation and inform the community and staff about what Council is delivering.• Engage with the community in line with our Community Engagement and Participation Plan.• Support clients and the Community Engagement section by collaborating and sharing resources on high-priority community engagement projects.• Champion the use of internal communication tools to inform and engage Council staff. Coordinate and generate articles, photos and information for internal communication needs.
2. Content creation (traditional, social and digital)	<ul style="list-style-type: none">• Develop traditional, social and digital content strategies to achieve organisational objectives.• Create and produce timely and reliable content for traditional, social and digital channels. This includes written materials and publications, blogs and news articles, video and audio content, Tweed Link articles, speeches, stakeholder correspondence, reports and forms, presentations, media release support, campaign material, infographics and website customer content.• Write content in plain language - with impact.• Provide proof reading and editing services to clients to ensure material is written in plain language and accessible in both content and appearance.

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	<ul style="list-style-type: none">• Contribute to social media content planning calendars and forward plans for social media and digital marketing.• Effectively operate a Digital SLR camera and mobile device to produce digital content to build and manage a library of digital assets including (photos, videos and written materials).• Champion our commitment to plain language, our brands, visual and written standards at all times.
3. Marketing, promotion and advertising	<ul style="list-style-type: none">• Develop, coordinate and implement innovative and creative marketing and promotional solutions.• Oversee the coordination and delivery of all marketing, promotional and advertising requirements for your projects.• Identify target audiences and coordinate writing, publications, promotional items and web and digital media requirements to reach audiences using in-house resources or external suppliers.• Coordinate bookings for advertising schedules and placements for broadcast (TV and radio), print (newspapers), online and social media advertising.• Coordinate the writing, approval and distribution of electronic digital marketing solutions and e-newsletters or subscription offerings.• Coordinate the design and production of publications and promotional items. Produce professional and on-brand documents and publications in Microsoft Word, PowerPoint or using the Adobe Creative Suite.

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<p>4. Event coordination and support</p>	<ul style="list-style-type: none">• Represent Council at various events including trade shows, market stalls and other public events.• Coordinate and manage small civic events including ministerial / official visits, media events, official openings, school / educational tours, program launches and other civic and Council-hosted events.• Coordinate event logistics including running sheets, speech notes, invitations and catering.
<p>5. Teamwork</p>	<ul style="list-style-type: none">• Contribute to a workplace culture consistent with Council's organisational and CCX team values and performance standards.• Be an active member of a high-performing team that collaborates closely with and works alongside the Community Engagement, and Customer Experience and Digital Solutions sections to achieve team success.• Develop, contribute and adhere to Council protocols and unit processes and procedures.• Champion use of the Communication Toolkit or Customer Experience Toolkit resources and contribute to improvements.• Maintain relationships with colleagues to work collaboratively and achieve organisational outcomes, gain commitment from others and resolve issues and conflicts.• Be respectful, inclusive and reliable, collaborate with others and value diversity.

The position will apply Council's Enterprise Risk Management Policy and Protocol objectives as they relate to the position.

Health Safety and Environmental System (HSES) Responsibilities

In accordance with Council's Work Health and Safety Responsibility, Authority and Accountability Protocol all employees are required to perform their duties in accordance with their job category. WHS Risk Assessments, Safe Work Methods Statements, Standard Operating Procedures and site specific requirements and instructions.

For details of WHS Responsibilities, Authority and Accountabilities, staff and candidates are to refer to the following Protocol:

[WHS Responsibilities, Authority and Accountabilities Protocol](#)

Compliance Training Requirements

In accordance with Council's legislative requirement under the Work, Health and Safety Regulation 2017, new staff will be provided with access to relevant training, information and instruction in order to safely perform their duties.

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Infection Control and Immunisation Requirements

Council requires all incumbents occupying an identified position to undertake the course of immunisation outlined in the Infection Control Standard Operating Procedure.

For a complete list of identified positions and recommended immunisations, staff are to refer to the following Standard Operating Procedure:

[WHS Infection Control Standard Operating Procedure](#)

Organisational and External Relationships

Organisational Relationships

- Managers and Unit Coordinators
- Council staff and project officers
- Communication and Customer Experience colleagues and teammates

External Relationships

- Community: customers, residents, ratepayers, schools and community groups.
- Council stakeholders: community, business and resident/ratepayer groups.
- Suppliers: printers, photographers, video, media/advertising representatives.

Location of Position

The position will be required to work out of any of Council's administrative offices, Depots or any other location within the Tweed as directed by the supervisor. Transportation to and from work and to perform the duties of the position, is the responsibility of the employee. When a driver's licence is a requirement of a position, the licence class is included in the Selection Criteria.

Selection Criteria

Knowledge and Competence: (to be addressed in full when making application)

1. Demonstrated and relevant industry experience in a similar role.
2. Demonstrated experience in developing, delivering and evaluating effective, creative and innovative communication and marketing campaigns.
3. Demonstrated experience as a visual communicator and story-teller through the production of digital or graphically designed content such as video, audio/podcasts, infographics for social and digital communication channels.
4. Demonstrated ability to write in plain language for different audiences and channels including publications, online, news and creative writing.
5. Demonstrated experience in coordinating events.
6. Demonstrated high level interpersonal skills to effectively influence, negotiate objectives and outcomes and resolve conflict.
7. High level visual and verbal communication skills to effectively present and engage with public audiences/groups and design visually appealing presentation materials.
8. High level ability to produce documents in Microsoft Word, PowerPoint and the Adobe Creative Suite.
9. Current vehicle licence – Car.

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Desirable:

10. Degree or post graduate qualifications in relevant disciplines such as communications, marketing, public relations or journalism.
11. Relevant experience working in a government or local government environment.

Personal Attributes:

Personal attributes and cultural fit will be addressed at interview. Council is seeking personal attributes and work values consistent with Council's Corporate Values. The table below details the minimum behavioural standards expected of incumbents of this position. [View the full Tweed Shire Council Capability Framework](#)

Personal Attributes	Minimum Standard
Manage Self	
Display Resilience and Adaptability	
Act with Integrity	
Demonstrate Accountability	
Relationships	
Work Collaboratively	
Communicate with a Customer and Community Focus	
Influence and Negotiate	
Results	
Plan and Prioritise	
Think and Solve Problems	
Deliver Results	
Workforce Leadership (supervisory roles only)	
Manage and Develop People	