Burdekin Shire Council is seeking an experienced Media and Communications Officer to play a key role in maintaining and developing Council’s communication channels and social media assets.

**The Position**
Reporting to the Chief Executive Officer, the key responsibilities include:

- Review the Social Media Policy and social media better practice guidelines.
- Manage, monitor and drive growth on existing and new social media platforms, including, but not limited to, Facebook, Twitter, Instagram and LinkedIn.
- Work closely with Council Executive to create and post engaging content on Social Media channels to grow interaction with customers.
- Monitor customer feedback; respond to customer questions, regarding services, and general enquiries from all social media platforms.
- Management of communication tools including the weekly Council newspaper page, staff newsletter, newspaper feature articles, internal publications, website, flyers, brochures, and other promotional material.

**The Person**
The successful applicant will possess the following attributes at a minimum:

- Tertiary education or relevant experience (minimum five years) in Communications or Journalism.
- Demonstrated knowledge of the role of communications and public relations in a corporate environment.
- Excellent writing skills, especially in the production of media releases, feature articles and promotional literature.
- Knowledge about the operations of media organisations, have a strong news sense and an understanding of media work processes and information needs.
- Excellent skills in the use of social media and developing creative content.
- Demonstrated ability to work under pressure and meet competing deadlines.

Applicants should familiarise themselves with the entire position description.

The applicable salary is to a ceiling of Level 5 ($85,321pa) with the commencing salary dependent upon the skills and experience of the successful applicant.

Applications for **19/38 – Media and Communications Officer** should include:

- A cover letter
- A current resume
- Statements addressing the selection criteria

Applications can be submitted using one of the following methods:

- Email – employment@burdekin.qld.gov.au
- Mail – Confidential Application No. 19/38, PO Box 974, Ayr Qld 4807

Applications close on Friday, 23 August 2019 at 5.00pm. Word or PDF format is preferable.

For further information please contact Human Resources on (07) 4783 9800.
Selection Criteria

Media and Communications Officer

It is essential to respond to each criterion with one or two paragraphs explaining how you have demonstrated each skill or quality, with examples from your work experiences. Short-listing of candidates will be based upon an assessment of how well the following selection criteria are addressed.

Essential

1. Tertiary education or relevant experience (minimum five years) in Communications or Journalism.
2. Demonstrated knowledge of the role of communications and public relations in a corporate environment.
3. Excellent writing skills, especially in the production of media releases, feature articles and promotional literature.
4. Knowledge about the operations of media organisations, have a strong news sense and an understanding of media work processes and information needs.
5. Excellent skills in the use of social media and developing creative content.
6. Demonstrated ability to work under pressure and meet competing deadlines.

Desirable

1. Understanding of broader level public relations and communication strategies and tactics.
2. Demonstrated knowledge of the economic, social, technical, and political environments in which local government operates.
4. Experience in online content management systems and knowledge of video editing.
5. Working knowledge of the Burdekin district, its current affairs and geographic layout.
6. Sound photography skills.
Position Description

Media and Communications Officer

Position Number 10005
Certified Agreement Burdekin Shire Council Certified Agreement - 2018
Award Queensland Local Government Industry (Stream A) Award – State 2017
Award Section Section 1- Administrative, clerical, technical, professional, community service, supervisory and managerial services
Award Level Level 5
Reports To Chief Executive Officer
Place of Employment Council Chambers, 145 Young Street, Ayr

Position Objective

Provide high quality media support services that ensure the timely and professional delivery of services and products to our diverse range of internal and external clients.

Build capability in social media channels for the Burdekin Shire Council, in order to increase customer engagement and operational effectiveness.

The role involves developing social media assets and community engagement, content responsibility, content performance and optimisation, managing agency relationships, and managing reporting and measurement processes.

Key Responsibilities

Council is committed to a One Team One Council approach where all departments work collaboratively together to achieve value for money for the rate payers of the Burdekin.

Accordingly the key responsibilities may be modified from time to time to ensure the expected outcomes are coordinated with Council’s corporate and operational plans. Without limiting the above, the key responsibilities shall include:

- Review the Social Media Policy and associated social media better practice guidelines.
- Manage, monitor and drive growth on existing and new social media platforms, including, but not limited to, Facebook, Twitter, Instagram and LinkedIn.
- Work closely with Council Executive to create and post engaging content on Social Media channels to grow interaction with customers.
- Liaise with key personnel to provide support and ensure media enquiries about Council operations are handled factually and efficiently.
- Identify proactive opportunities for positive media coverage.
- Review content on the various Council social media sites and ensure brand consistency across all channels.
- Quarterly reporting on the social media better practice guidelines and identify new opportunities for further engagement with the public and our customers.
Position Description

Media and Communications Officer

- Monitor customer feedback; respond to customer questions, regarding services, and general enquiries from all social media platforms.
- Management of communication tools including the weekly Council newspaper page, staff newsletter, newspaper feature articles, internal publications, website, flyers, brochures, and other promotional material.
- Assist with preparation of corporate documents including Annual Report and Annual Budget.
- Support the broader public relations and marketing goals of Council by researching and writing media releases, feature articles, speeches, newsletters, briefings, reports, scripts, display materials and publications.
- Provide advice and assistance to various sections of Council on promotional opportunities, media and marketing opportunities, and community engagement projects as they occur.
- Facilitate improved communication and project management between community groups and Council by organising, attending and reporting on community engagement activities.
- Take photographs of events for inclusion in publications as required which may be outside of normal hours.
- Accompany the Chief Executive Officer and the Mayor to meetings outside of normal hours as required.

Position Requirements

Knowledge

- Knowledge of Council, its departments and sections and their structures, programs, activities and profiles.
- Working knowledge of social media including, but not limited to, Facebook, Twitter, Instagram and LinkedIn.
- Understanding of the deadlines and requirements of media organisations and the ability to time news releases to maximise their publication/use.
- Desirably have a working knowledge of Burdekin district; its current affairs and geographic layout.
- Knowledge of the economic, social, technical and political environment in which government, especially local government operates.
- Understand and value diversity.
- Knowledge of printing and design.

Skills

- Excellent writing skills, especially in the production of media releases, feature articles and promotional material e.g. brochures, newsletters, websites.
- Good communication skills including oral and written presentation skills.
- Excellent time management, interpersonal skills, prioritisation and office management skills.
- Critical thinking skills and originality of thought to develop solutions to problems.
- Ability to develop, coordinate and advise on community engagement plans and activities for projects and issues.
- Advanced computer skills using a variety of software applications including Microsoft and Adobe suites.
Abilities

• Ability to develop relationships with the media, key stakeholders and Council teams to facilitate cooperation, coordination and enhanced communication channels.
• Ability to identify and use specific media for specific purposes.
• Ability to quickly gain an understanding of Council operations and how best to handle their specific marketing and communications management needs.
• Ability to take complex information and relay it to a variety of audiences.
• Ability to deal with a broad cross section of Council employees, external stakeholders and members of the public.
• Ability to maintain high level of confidentiality and be outcome focussed.
• Ability to work effectively unsupervised or as part of a team within deadlines.
• Ability to gain co-operation and assistance from colleagues and the community.

Other Requirements

• Personal characteristics of commitment, integrity, enthusiasm, motivation and the ability to deal with pressure.
• Ability to attend functions and meetings outside of normal business hours.

Experience and Qualifications

• Tertiary education or similar experience (minimum five years) in Communications or Journalism.
• Current Queensland “C” class driver’s licence.
• Experience in online content management systems.
• Experience in filming and editing video content.

Award Classification

These classification characteristics are drawn directly from the Queensland Local Government Industry (Stream A) Award – State 2017, and are used as a guide to determine the level of this position, but may not form a specific part of the key responsibilities:

Organisational Relationships

• Works under general direction.
• Supervises other employees.

Extent of Authority

• Exercise a degree of autonomy.
• Control projects and/or programs.
• Set outcomes for subordinates.
• Establish priorities and monitor workflow in areas of responsibility.
• Solutions to problems generally found in documented techniques, precedents, guidelines or instructions. Assistance is available when required.

Core Competencies

These competencies relate to positions at this Award level:
Teamwork
- Participate in team-based activities and suggest improvements to team activities.
- Respect, encourage, and support other team members.
- Perform successfully in a range of team roles.
- Contribute willingly to team activities.
- Accept decisions, even those with which you disagree.

Customer Service
- Treat both internal and external customers with courtesy and respect.
- Work according to agreed customer service standards within your team.
- Contribute towards setting customer service standards within your team.
- Explore customer’s expectations and base the service on this knowledge.
- When appropriate, treat major customers like business partners in designing Council’s services.

Communication
- Write in a clear and concise style, which is grammatically correct, well punctuated, and rarely contains passive sentences.
- Clearly express opinions, ideas, and information to colleagues.
- Provide complex information in plain language.
- Speak in a manner that suits the audience.
- Actively listen.

Quality
- Work according to agreed quality standards within your team.
- Contribute towards setting quality standards within your team.
- Monitor your work and identify opportunities for improving quality.
- Suggest improvements through the customer request system.
- Implement strategies for improving quality.
- Monitor implementation of strategies for improving quality and take necessary corrective action.

Environment
- Work according to agreed environmental standards within your team.
- Contribute towards setting environmental standards within your team.
- Monitor your work for opportunities to reduce adverse impacts on the environment.
- Report incidents and suggest improvements through the customer request system.
- Implement strategies for reducing adverse impacts on the environment.
- Monitor implementation of strategies for reducing adverse impacts on the environment and take necessary corrective action.

Work Health and Safety
- Work safely and in accordance with the relevant work method statements and procedures.
- Encourage your colleagues to work safely.
Position Description

Media and Communications Officer

- Identify hazards and assess risks in the workplace.
- Use organisational systems, such as customer service requests, to identify and rectify hazards, near misses, and non-compliances with procedures.
- Anticipate problems and risks and modify work methods appropriately.

Efficiency

- Undertake tasks in an efficient and timely manner.
- Suggest improvements through the customer request system.
- Analyse and improve efficiency in the workplace.

General

1. This is a description of the job as it is at present constituted. It is the practice of this organisation periodically to examine employees' job descriptions and to update them to ensure that they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This procedure is jointly conducted by each manager in consultation with those reporting directly to him or her. Therefore you will be expected to participate fully in such discussions. It is the Organisation's aim to reach agreement to reasonable changes where identified.

2. Whilst employment is in the position described in this document it is understood that employment is with Burdekin Shire Council. In the event of organisational change or restructure, Council may require employees to undertake other roles for which they are qualified and capable of performing.

3. Employees may be required to undertake a variety of duties not related to their substantive role in times of disaster.

4. All employees are responsible for making and keeping records in accordance with legislation, information standards and other relevant guidelines and procedures, and ensuring they are captured in the authorised recordkeeping system, Technology One Enterprise Content Management (ECM).

5. Failure to maintain any licence or certificate, which is a condition of your employment, may result in demotion or termination as Council is unable to guarantee your transfer to a position not requiring the said licence or certificate.

6. All employees are expected to participate in Council’s Induction Program and future training opportunities to maintain a current knowledge base and provide excellent service levels for internal and external customers.

7. All employees are to actively participate in the Employee Performance Development Program.

8. All employees must work in accordance with the standards contained within Council’s Code of Conduct. Failure to do so may lead to disciplinary action up to and including termination of employment.

9. All employees are encouraged to be a contributing member to the wider Burdekin community and therefore it is highly recommended that you take up permanent residency within three months of the successful completion of your probationary period.

10. Abide by all existing policies, guidelines, and Operational Standards and as amended from time to time.