

Scenic Rim Regional Council



POSITION DESCRIPTION

Position Title:	Senior Communications Officer	Portfolio:	Customer and Regional Prosperity
Position Number:	209070	Business Unit:	Regional Prosperity and Communications
Position Reports To:	Principal Specialist Communications and Marketing	Team:	Communications and Marketing
Classification Level:	Level 6	Status:	Permanent full-time
Position Objective:	This position assists the Principal Specialist Communications and Marketing by developing and implementing marketing and communication strategies and tactics for Council, and promotes effective, professional and innovative communication, both externally and internally.		

Our Values

<p>Communication We actively promote clear, concise and open discussion between staff, Council and communities</p>	<p>Respect We act respectfully to each other, accepting each person's individuality and their role.</p>
<p>Teamwork We work cooperatively to achieve common goals, drawing on the strengths of each other, in a supportive and safe environment.</p>	<p>Honesty We act with integrity and when we ask an honest question, we get an honest answer.</p>
<p>Accountability We accept ownership of our role and responsibility for our actions.</p>	<p>Trust We build strong relationships that we believe in and rely on.</p>
<p>Staff worth Our actions demonstrate that our people matter.</p>	<p>Quality We have pride in whatever we do, and strive to do it well</p>

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Key Responsibilities

Fulfil the accountabilities of this role in accordance with Council values and as varied from time to time to achieve Council objectives. Key responsibilities include the following:

- Provide professional strategic advice and guidance on best practice marketing, media, storytelling, community engagement, branding and communications to elected members, management and employees for internal and external communications.
- Support the Principal Specialist Communications and Marketing in continually improving the organisation's use of communications tools including social media, Council's website, intranet, advertising, media materials and professionally printed publications to ensure prompt, accurate dissemination of information, meet stakeholder expectations and ensure consistency of branding and messaging.
- Provide accurate and timely pro-active and reactive communication to the media that delivers on expectations of Council, including out of hours media management and media monitoring activities.
- Work with the Principal Specialist Communications and Marketing to undertake key strategic advocacy projects on behalf of Council and the community.
- Work with the Principal Specialist Communications and Marketing to develop policies, procedures and guidelines for best practice communication, including the use of data and analytics for reporting.
- Manage the high-level architecture of Council's website and intranet to drive business improvements and ensuring best practice navigation and a better user experience, as well as content updates.
- Play a key role in Council's branding and supporting guidelines (including corporate style guide) to maintain integrity for brand and organisational communication at all times.
- Actively participate as a member of the Incident Management Team, providing support to the Local Disaster Management Group through the provision of crisis communications advice and actions in the event of an incident.
- Comply with Council policies, procedures and instructions to deliver quality and safe services.
- Maintain accountability and appropriate use of information systems and maintain vigilance to comply with record keeping requirements.
- In accordance with the Work Health and Safety Act 2011, take reasonable care for your own health, safety and wellbeing and take reasonable care to protect the health, safety and wellbeing of others.

Skills, Knowledge and Experience

Formal Qualifications/Technical skills

- Degree in Communications, Marketing, Journalism or Public Relations and/or extensive work experience in corporate communications, with a strong emphasis on media and corporate communications.
- Excellent communication (oral and written) and interpersonal skills relevant to the position and strongly focused on providing quality customer service.
- High level project management skills for communication and marketing projects.
- High level photography and videography skills is well regarded.
- Demonstrated ability to use the Adobe Creative Suite including Photoshop and InDesign.

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Knowledge

- High-level experience in understanding website and intranet architecture, and content management systems such as SharePoint, with a strong focus on user experience.

Experience

- Experience working with the media, pitching news and human interest stories and editorial content suggestions.
- Demonstrated experience in providing advice and counsel to internal stakeholders to achieve communication outcomes.
- Demonstrated issues management experience involving complex issues and diverse stakeholder groups and high level relationship management, negotiation and problem-solving skills.
- High level experience across best practice, proactive marketing, branding, public relations, communications, print and media management.
- Demonstrated experience in monitoring and evaluating the effectiveness of communication activities, use of analytics and data and seeking continuous improvement.
- Demonstrated experience in managing social media accounts and best practice social media.
- Experience in a local government environment, including community consultation and disaster management is well regarded.
- Experience using Jadu content management system is well regarded.

Organisational Competencies

CUSTOMER FOCUS	High level experience in working with a range of internal and external customers, ascertaining their needs and tailoring innovative and cost-effective solutions to meet these needs while obtaining best practice communication outcomes.
COMMUNICATION	Express complex ideas concisely. Actively listens and encourages contribution. Writes persuasively and is able to communicate at a strategic level using various methods to communicate
TEAMWORK AND COLLABORATION	Works cooperatively within a group, shares information with others and contributes to the team's goals.
IMPACT AND INFLUENCE	Strong political acumen and influencing skills, with demonstrated experience in using assertive communication to build rapport and persuade others, using data and/or carefully crafted arguments

Organisational Relationships

This position:

- Is responsible for nil direct reports. May supervise or mentor others as required.
- Is a service provider internally to Mayor and Councilors, CEO, General Managers, colleagues in Regional Prosperity and Communications, Governance, Community and Culture, Disaster Management, and a broad range of other internal teams.
- Is a service provider externally to other Local Governments and regional organisations, Queensland and Australian Government departments and agencies, businesses and other corporate groups, media, the general public and public and community organisations.

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How will a candidate be assessed for this position?

- Please provide a current Curriculum Vitae or Resume (maximum of 5 pages). Your CV should include the names of at least three current/ recent referees. One Referee should be a Manager you have worked for during the past two years.
- Please provide a statement (maximum 2 pages) where you can demonstrate how your skills, knowledge and experience meet the specific requirements and responsibilities of this position.