

POSITION DESCRIPTION



Title:	Communications Officer
Position Number:	1970
Classification:	Band 5
Directorate:	Corporate Services
Department:	Communications & Engagement
Award:	Greater Shepparton City Council Enterprise Agreement / Victorian Local Authorities Award 2001
Incumbent:	

ORGANISATIONAL RELATIONSHIPS

Reports to:	Team Leader Strategic Communications.
Direct Reports:	<ul style="list-style-type: none">▪ Nil.
Primary Internal Relationships:	<ul style="list-style-type: none">▪ Manager Communications & Engagement▪ Communications & Engagement team▪ Director Corporate Services▪ Directors & CEO▪ CEO's EA▪ Manager People & Development▪ Manager Technology & Business Transformation▪ Team Leader Customer Service▪ Mayor's EA and Mayor
Primary External Relationships:	<ul style="list-style-type: none">▪ Media▪ Suppliers and contractors▪ Consultants

POSITION OBJECTIVES

Ensure clear, accurate and timely internal communications to Greater Shepparton City Council staff via a variety of platforms including online, intranet and e-newsletters or e-blasts utilising the organisation's internal communications strategy.

Provide internal communication strategies for the ongoing projects, such as the Customer Experience Project, Council Plan and Culture Change piece, to ensure they are communicated appropriately to staff in a timely manner.

Provide internal and external communications within the organisation in line with the strategic goals of the Greater Shepparton Council Plan and corporate Marketing Plan.

KEY SELECTION CRITERIA

- Capacity to collaboratively develop, implement and review internal communication activities to enhance staff awareness and engagement
- Ability to build positive working relationships with teams across the organisation.
- Ability to work well under pressure on simultaneous tasks in an issues-rich environment.
- Excellent written and oral communication skills and the ability to communicate appropriately to diverse audiences.
- Tertiary qualifications in a relevant field such as communications, journalism or public relations or relevant work experience.

KEY RESPONSIBILITY AREAS

- Support the development and implementation of annual internal communication plans.
- Identify and implement innovative and creative approaches to communication, ensuring usage of appropriate methods and tools for indoor, outdoor and remote staff to support staff engagement and awareness.
- Provide assistance in the planning, creating and implementation of the delivery of internal campaigns on key staff initiatives and internal projects
- Provide advice and guidance to staff on planning and preparation of communication plans.
- Provide assistance with the Councillor Communication Plan including social media and media opportunities.
- Work with the Team Leader Digital Media on the major update of the intranet (Insite) ensuring language, visuals and messages are clear and timely and assist with the ongoing management of content.
- Support the development and implementation of communication plans and strategies.
- Support Council's media relations, including media releases and opportunities.
- Liaise with other Communications and Engagement staff to develop content for communication delivery.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

This position is accountable for:

- This position is responsible for the co-ordination of communication plans to ensure the Greater Shepparton staff are informed and engaged in Council projects, planning and decisions that impact them.

This position has the authority to:

- Subject to and within the framework of the provisions of relevant legislation and statutory requirements and Council's policies and procedures, the incumbent has the authority to gather information from a range of sources including liaising with stakeholders regarding key responsibility areas.

Judgement and Decision Making

- Ability to engage and influence internal stakeholders in the use of effective communication, including online platforms.
- Ability to make sound decisions, meet tight deadlines and balance competing priorities in high pressure situations.
- Ability to liaise with both internal and external stakeholders to effectively and efficiently resolve queries.
- Capability to make sound and confident decisions and produce solutions within critical timelines and in dynamic and politically volatile situations.

Multiskilling and additional duties

The incumbent of this position may be directed to carry out such duties as are within the limits of the employee's skills, competence and training, provided such duties do not result in a narrowing of the employee's skill base.

SKILLS AND KNOWLEDGE

Specialist Skills and Knowledge

- Proven knowledge and understanding of the modern communications landscape, including existing and emerging technologies, social media and related analytics.
- Ability to effectively communicate information and ideas in written and verbal format to a diverse staff.
- Understanding of the local government operating environment and the contemporary issues affecting local government.
- Computer literacy and knowledge of Microsoft applications.
- Ability to be self-motivating and complete tasks efficiently.
- Knowledge of the wider political context in which the Council operates.

Management Skills

- Ability to prioritise competing and complex tasks to meet deadlines.
- Ability to work with and provide advice to Executive, staff and contractors to ensure a co-ordinated and co-operative approach to community engagement.

- Ability to work under pressure.
- Project management skills

Interpersonal Skills

- Excellent written/verbal communication and interpersonal skills.
- A calm and professional approach to dealing with a variety of stakeholders.
- Strong interpersonal skills and ability to work collaboratively with and gain the co-operation of a range of stakeholders.
- Commitment to teamwork with the ability to contribute individually and participate in cross-functional teams.
- Confidentiality and discretion are essential to the position.
- Excellent and positive personal and professional presentation.

QUALIFICATIONS AND EXPERIENCE

- Qualifications or experience in communications, journalism, public relations, or internal communications.
- Proven experience in developing and implementing complex and multi-faceted communications campaigns for both internal and external stakeholders.
- Previous communication and/or public relations experience in a government setting or in a large organisation.

OTHER INFORMATION

This position description is an overview of the role; reasonable adjustments to the role that do not change the overall level, scope or intent of the original position may be discussed and agreed to in consultation with the incumbent.

It is a prerequisite of this position that the incumbent holds and maintains a current:

- Victorian Drivers Licence.

LEGISLATION

As a Council officer the incumbent is required to be aware of and adhere to the following acts, regulations and codes (as replaced from time to time):

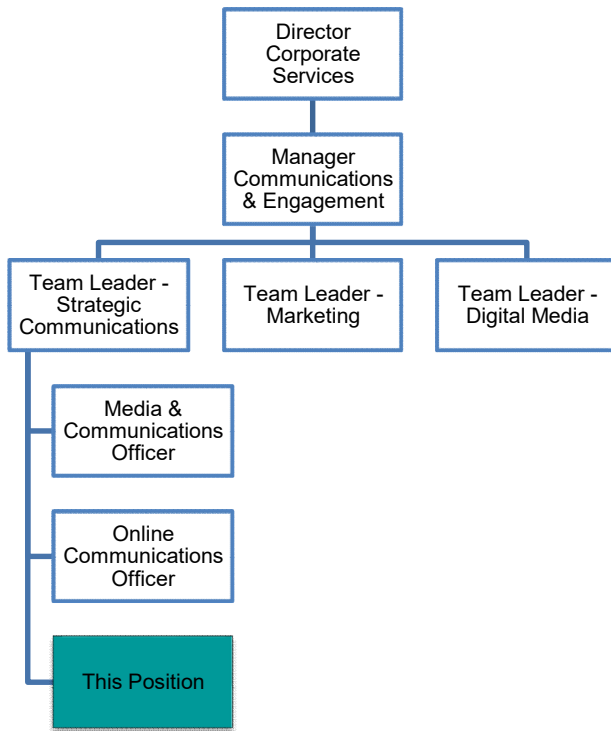
- Local Government Act 2020
- Occupational Health and Safety Act 2004
- Equal Opportunity Act 2010
- Greater Shepparton City Council – Employees Code of Conduct

This is not an exhaustive list and individual roles may have responsibilities under other forms of legislation.

ORGANISATIONAL CONTEXT

Departmental Overview

The Communications and Engagement Department provides the marketing, communications, digital media and design functions for Council including: producing and distributing digital and printed marketing and communications materials; media liaison; creating and distributing media releases, alerts and advisories; internal communication; digital and social media communication and developing and maintaining Council and its sub-brands' websites.



Our Values reflect what we feel is important. Organisations may have core values that reflect what is important in the organisation.

These values may be guiding principles of behaviour for all members in the organisation.

**Respect first,
always**

We are attentive, listen to others and consider all points of view in our decision making.

**Take
Ownership**

We take pride in honouring our promises and exceeding expectations, and are transparent with and accountable for our actions.

**Courageously
Lead**

We lead with integrity, and stand up and stand by what is in the best interests of the Greater Shepparton Community.

**Working
Together**

We work collaboratively to create higher quality outcomes that are more efficient, thoughtful, effective and responsive. We cannot accomplish all that we need to do without working together.

**Continually
Innovate**

We are open to new ideas and creatively seek solutions that encourage us to do our best for our community.

**Start the
Celebration**

As ambassadors for our people and place, we proudly celebrate the strengths and achievements of Council and the Greater Shepparton Community.

SHARED ORGANISATIONAL RESPONSIBILITIES

Occupational Health and Safety

All employees are responsible for the effective implementation of the Greater Shepparton City Council Safety Management System and demonstrate a commitment to effective risk management and minimisation. This includes:

- Taking reasonable care for their own safety and that of others at work.
- Obey all instructions from their supervisors to protect their own personal health and safety and that of others.
- Actively participate in OH&S training and awareness programs.
- Follow and encourage work group adherence to safe working procedures, instructions, guidelines and practices and recommend change if considered inadequate.
- Using safety devices and PPE correctly and when required.
- Reporting any incidents, near misses or safety hazards to supervisors, management or HSR's.
- Ensuring that they do not endanger any other person through any act or omission at work.
- Ensuring they are not affected by the consumption of alcohol or other drugs, illness or fatigue or endanger their safety or that of others.
- Actively participate in work group OH&S activities such as toolbox sessions.

Customer Service

Our customers are persons or organisations that use or needs a services provided by Greater Shepparton City Council.

We believe service excellence is the ability to provide a high quality consistent and empathetic service to our customers in line with Council objectives and statutory obligations.

Greater Shepparton City Council recognises customer service as a whole of Council responsibility. We will strive to provide service excellence through:

- Informed professional guidance and advice.
- Listening to and understanding our customer needs.
- Developing skilled and motivated staff.
- Strengthening relationships between staff and the customer.
- Ongoing evaluation reporting and continuous improvement.

Recordkeeping

As an employee of the Victorian Public Service Sector, it is your responsibility to ensure you are fully aware of recordkeeping responsibilities detailed in the Greater Shepparton City Council's Records and Information Management Policy, Framework and associated procedures. It is a requirement for all staff to create and capture full and accurate records of all work related decisions and activities into relevant approved corporate systems.

Emergency Management

Greater Shepparton City Council understands and accepts its roles and responsibilities in emergency management operations described in the Emergency Management Act (1986 & 2013) and it is a core function of Council business.

The incumbent may, at times be asked to assist in Council's emergency management operations, within reason.

Risk Management

All employees are to:

- Understand the principles and purpose of Risk Management and the associated framework activities.
- Understand all the risks associated with their activities and assist their Manager/Team Leader in the identification and management of risks.

Child Safety

Council is a child safe organisation with zero tolerance for child abuse. Council adheres to the Victorian Child Safe standards and related legislation and Council acknowledges the cultural safety, participation and empowerment of all children especially children from Aboriginal and Torres Strait Islander, or culturally and/or linguistically diverse backgrounds and those with a disability. As such, all staff must ensure that their behaviours and actions are consistent with these standards.

Climate Emergency

Greater Shepparton City Council recognises the need to urgently address the causes of climate change to ensure our operations and the community are able to adapt to the impacts. All employees are responsible for the effective implementation of the 2030 Zero Carbon Emissions Target and demonstrate a commitment to mitigating and adapting to climate change. This includes:

- Judgement and decision making authority.
- Provision of service to the community.
- Adherence to relevant climate change policies and plans.
- Sustainable procurement – seeking and selecting the lowest carbon option and sustainable option in accordance with Procurement Guidelines.

INHERENT PHYSICAL AND COGNITIVE REQUIREMENTS

The frequency of the physical and psychosocial demands required of the position are defined as:

Never (N)	Does not occur
Rarely (R)	May occur but does not occur daily or weekly. (1% - 5% of the time spent)
Occasionally (O)	Does occur, time is set aside to perform this activity. (6% - 33% of the time spent)
Frequently (F)	Occurs daily or takes up a large percentage of the day. (34% - 66% of the time spent)
Constantly (C)	Primary activity for this position. (67% - 100% of the time spent)

	N	R	O	F	C
Work Environment					
Indoors					X
Outdoors		X			
Slippery Surfaces	X				
Uneven ground/Sloped areas	X				
Work in isolation	X				
Work in confined spaces	X				
Work at heights	X				
Work in dusty/fumes/foul smells	X				
Exposure to loud noises requiring hearing protection	X				
Exposure to personal waste	X				
Body Posture					
Standing				X	
Sitting					X
Squatting/Crouching		X			
Kneeling	X				
Twisting		X			
Bending		X			
Manual Handling					
Reaching or working overhead (above shoulder)	X				
Reaching forward				X	
Gripping/fine motor movement					X
Pushing/restraining	X				
Driving a vehicle			X		
Lifting floor to waist	X				
Lifting waist to overhead	X				
Lifting from a truck/trailer	X				
Lifting 0 - <5kg	X				
Lifting 5 - <10kg	X				
Lifting 10 - <15kg	X				
Lifting 15kg+	X				
Carrying awkward loads	X				
Climb steps/stairs/ladder		X			
Exposure to vibration	X				
Psychosocial					
Give direction to others		X			
Dealing with aggressive customers			X		
Dealing with upset customers		X			
Supporting dependent persons	X				

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	N	R	O	F	C
Cognitive					
Written communication					X
Verbal communication					X
Comply with legislation					X
Problem solve					X
Reason/make sense of things					X
Make critical decisions			X		
Ensure accuracy/details					X
Remember names/details					X
Show creativity					X
Examine/observe others			X		
Work quickly					X
Concentrate amid distractions					X

ACCEPTANCE AND AUTHORISATION

Employee

I have read and understand the requirements and expectations of the Position Description. I agree that I have the physical and cognitive ability to fulfil the inherent requirements of the position and accept my role in fulfilling the key responsibilities and corporate values. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Name: _____

Signature: _____

Date: _____

Authorising Officer

By signing below the Authorising Officer indicates their agreement with and approval of the position description.

Authorising Officer Name: _____

Position: _____

Signature: _____

Date: _____