

# Job Specification: Communications Officer (Contract)

## The Opportunity

The Communications Officer (Contract) works with internal stakeholders to implement communication initiatives for the range of programs and services provided by Council. The role is an essential contributor to building confidence and knowledge across the community about the role of Council and to drive community awareness of Council services, events and community participation. The role is offered on a fixed-term six (6) month contract basis.

## What you need to succeed

The ideal candidate will have outstanding communication skills, both written and oral. Your research ability and proven creative and analytical writing skills, along with your flexible approach and ability to prioritise and meet deadlines in a dynamic environment will be the key to your success.

You will be able to demonstrate your ability to communicate with a range of internal and external stakeholders in a polite and professional manner. We are seeking a keen and supportive member of our Governance & Community Wellbeing team.

## What we offer

This position is based at Council's offices at Westbury, a short 25 minute drive from the city of Launceston.

The remuneration package includes the following:

- The employment is offered for a term of six (6) months on a full time basis (or part time basis by negotiation with the preferred candidate);
- Annual salary will be negotiated subject to applicant's qualification, skills and experience. The range will be \$79,963 to \$88,790 under Council's Enterprise Agreement 2022 (pro rata for part time employees);
- In accordance with Council's Enterprise Agreement 2022 salary increases are scheduled in July each year.
- Superannuation will be paid with an 3.5% above the amount required by the superannuation guarantee, currently a total of 15.0%.
- A 19-day month, allowing for a rostered day off for full-time employees;
- On occasion, there may be a requirement to work outside standard office hours of 8.30am to 5.00pm, with appropriate compensation provided in line with Council's Enterprise Agreement.

Other benefits include:

- Standard annual and personal leave entitlements, with payment of leave loading on annual leave;
- Long service leave is based on 10 years continuous service, with pro rata access available after seven years of continuous service;
- One hour per month health and wellbeing activity leave;
- Paid parental leave of up to eight weeks after twelve months' service;
- Ongoing professional learning and development opportunities;

- A range of progressive Health and Wellbeing Services including onsite gymnasium, wellbeing activities & initiatives, and access to an Employee Assistance Program for employees and their immediate families;
- Genuine demonstrated commitment to flexible work arrangements;
- Reward and recognition of service milestones.
- Free on-site parking.

### **Selection Criteria**

**In addressing the selection criteria please use relevant examples of how you believe you meet or have the potential to meet these requirements.**

1. A qualification in a relevant field (minimum Certificate IV) and at least two years relevant work experience; or an equivalent combination of training, skills and experience.
2. Demonstrated high level communication skills (written and verbal).
3. Experience designing and producing visual communications.
4. Demonstrated ability to actively research content to produce accurate communication materials in a relevant and timely manner.
5. High level computer skills including social media and Microsoft Office applications. Experience with or ability to learn design products such as Adobe Suite will be considered highly desirable.

It is a requirement that the successful applicant has a motor vehicle licence.

### **Learn more**

If you have any questions please contact Melissa Straughan, Acting Senior Communications Officer on 6393 5373 or email [melissa.straughan@mvc.tas.gov.au](mailto:melissa.straughan@mvc.tas.gov.au)

### **How to apply**

To apply for the position, you will need to provide the following:

- Application form;
- Covering letter;
- Current resume; and
- Statement addressing the selection criteria (maximum of two (2) pages).

Applications should be forwarded to: [recruitment@mvc.tas.gov.au](mailto:recruitment@mvc.tas.gov.au)

Applications close **Tuesday 16 July at 9.00am**, however Council may proceed with interviewing prior to this date. Applicants are encouraged to apply at their earliest convenience. Council will remove this advertisement if the position is filled.

Applicants should note that for a period of 12 months from date of publication, this selection process may be used to fill subsequent or similar full time and part time vacancies.

## POSITION DESCRIPTION

### Communications Officer (Contract)

Governance & Community Wellbeing Department

July 2024

#### POSITION CONTEXT

The Communications Officer (Contract) is part of the Governance & Community Wellbeing Department which is responsible for the overall leadership and operation of the Council in accordance with best practice governance and the Tasmanian *Local Government Act 1993*. Coordination of internal and external communications is a key function of the Governance Department and staff have a close working relationship with all other Council Departments who report to it in the performance of their operations.

The Communications Officer works closely with the Senior Communications Officer to implement agreed communication initiatives for the range of programs and services provided by Council. The role is also an essential contributor to building confidence and knowledge across the community about the role of Council.

The Communications Officer supports the Senior Communications Officer to deliver and promote engaging communication, campaigns and initiatives that drive community awareness of Council services, events and community participation.

A key aspect of this role is to provide assistance to generate, edit and distribute public relations materials and manage scheduling of strategic communications across print, social and online media.

#### ORGANISATIONAL RELATIONSHIPS

Reports to the Manager Governance and Legal.

The position has no direct reports.

#### KEY CHALLENGES

- Ability to follow approval protocols, particularly with urgent communications.
- Developing communications content that is engaging, consistent and timely.
- Ability to work collaboratively and build relationships to increase the effectiveness of Council's communications.
- Discerning information to ensure it is appropriate, relevant and aligns with Council's brand identity.
- Maintaining a high level of effective information sharing with appropriate internal and external stakeholders.

## **PRIMARY RESPONSIBILITIES/OUTCOMES**

- Understanding of communication challenges and opportunities.
- Create, deliver and monitor engaging communication content to support the delivery of Council's Communications Strategy.
- Compile internal and external Council communications such as newsletters.
- Produce and post social media updates.
- Assist with development of Council's website.
- Prepare and publish advertising documents.
- Assist with developing Council's engagement techniques and software used to achieve this.
- Contribute to the co-ordination of Council media events and, the design and production of communications publications.
- Prepare content for media releases as requested for approval and distribute as per identified channels.
- Prepare audio and visual content for website and social media.
- Conduct research to enhance and support the production of media content, presentations, public statements and speeches.
- Draft templates for technical documents.
- Assist with preparation of strategic council publications.
- Maintain Council's style guide, branding and corporate imagery.
- Work collaboratively across departments to deliver high quality written and visual communications while maintaining Council's brand and reputation.
- Undertake other duties as required.

## **ALL STAFF RESPONSIBILITIES**

- Compliance with all Council policies and procedures that may be varied from time to time.
- Ensure that all work is undertaken in accordance with Council's Safety Systems and relevant legislation.
- Carry out all responsibilities in accordance with Council's values.
- Adhere at all times to the Tasmanian Local Government Act 1993, the current Workplace Agreement and any other specific legislation or professional standard that relates to the role.

## **QUALIFICATIONS, KNOWLEDGE, SKILLS & ABILITY**

1. A qualification in a relevant field (minimum Certificate IV) and at least two years relevant work experience or an equivalent combination of training, skills and experience.
2. Excellent written, verbal and presentation communication skills (including grammar, punctuation and style) and attention to detail.
3. Proven creative and analytical writing skills, including capacity to edit and proof read.
4. Able to demonstrate initiative, sound judgement and resourcefulness.
5. Ability to work in a dynamic environment while prioritising tasks and maintaining a high level of attention to detail and accuracy.
6. Sound administration and organisational skills. i.e. ability to plan, set and achieve goals.
7. Ability to work autonomously and as part of a multi-disciplinary team.
8. Technology savvy with the confidence to learn new software skills.
9. Adaptable thinker, with a willingness to take on new and diverse projects with a positive attitude.
10. Current vehicle driver's licence and commitment to maintaining this.

## **ATTACHMENTS**

- Council's Values
- Organisational Structure

# The way we work together.

## 01. We work as a team, value each other's contribution and are accountable for our work.

- We own tasks to completion and ask for help where needed
- We engage in respectful conversations in the workplace, showing kindness to each other
- We collaborate and value the input of everyone
- We communicate openly with transparency, honesty, whilst respecting confidentiality
- We demonstrate respect, trust, support and we encourage others

## 02. We support each other's roles to deliver the best outcomes for our customers and community.

- We will take the time to understand who does what and connect customers to the right area
- We are focussed on our customers and the community's needs
- We make decisions that are informed, considered and consistent
- We are willing to try new things, be open to new ideas, and are not afraid to fail

## 03. We are supported, trusted, and empowered to do our work.

- We are focussed on positive interactions and will provide constructive, respectful feedback
- We are appreciative of others and accommodate different ways of working
- We support an environment where people feel safe to share their ideas
- We celebrate our achievements

## 04. We value open and transparent communication to keep each other well informed.

- We share relevant information clearly and provide regular updates in a relatable way
- We actively listen to everyone and consider different points of view
- We vary our communication to suit the audience
- We are authentic and genuine in our words and actions

## 05. We operate in an environment where people feel connected.

- We are inclusive, welcoming and make an effort to build relationships
- We recognise, accept and value diversity
- We will proactively address issues as they arise
- Problems are shared and solved jointly
- We accept and learn from our mistakes



# Organisational Structure

