

Position Description

Position Title:	Media & Communications Officer
Business Unit:	Media & Communications
Department:	Communications & Customer Service
Directorate:	Corporate Services
Classification:	Band 6
Date:	December 2020
Reports to:	Senior Media & Communications Coordinator
Supervises:	Nil
Internal Liaison:	All employees, management and Councillors
External Liaison:	Media, members of the public, community groups

1. Position Objectives

The primary objectives of the position are to:

- Prepare, coordinate and disseminate a range of communications to internal and external audiences.
- Assist the Mayor and councillors with their speech requirements.
- Continually review and improve information out to key stakeholders and facilitate effective two-way communication.

2. Key Responsibility Areas / Position Specific Responsibilities **Also refer to Appendix 1 - Additional Key Responsibility Areas / Position Specific Responsibilities for all employees*

Main areas of responsibilities will include but is not limited to:

Media Relations

- Assist the Senior Media & Communications Coordinator to prepare media releases and responses and disseminate to appropriate media outlets.
- Assist with setting up photo opportunities and media briefings as required.

Speech writing

- Research and prepare speeches for the Mayor and Councillors upon request.
- Assist with the production of speeches and/or keynote addresses for senior staff as required.
- Liaise with senior staff, the Mayor and Councillors as required to refine content within tight deadlines.

Community newsletter

- Coordinate the production of Council's monthly publication Greater Dandenong Council News, including preparing an annual production schedule, planning articles, liaising with internal staff and external community groups for content and managing the approval process.
- Research and write articles, with assistance from the Senior Media and Communications Coordinator, for each edition of the publication.
- Liaise with the Mayor and Councillors to assist in the preparation of their regular reports in the newsletter.
- Coordinate the photography schedule for each edition of Greater Dandenong Council News.
- Coordinate the design, printing and distribution of Greater Dandenong Council News.

Community Consultation

- Assist staff across the organisation with the development and execution of their consultation activities.
- Provide specialist advice and assistance on all areas of consultation for a range of projects and initiatives.
- Maintain a database of organisational consultation activities.
- Coordinate council's online community engagement tool and be the key liaison point with external providers and internal contributors.

Social Media

- Assist with the monitoring of Council's social media sites and references to Council on social media.
- Assist in the preparation of scheduled social media posts and responses to customer queries.

Corporate Communications

- Proofread a variety of promotional materials and articles as required.
- Provide feedback on brochures and flyers produced by Council and advise of any changes prior to approval, including providing input into the development of policy on communications related activities.
- Assist with the coordination of print and design activities as required.

3. Overall Position Accountability and Authorities

The position is directly held responsible for:

- The prime responsibility is to provide specialist advice to internal and external Media & Communications clients or to regulate these clients. The freedom to act is subject to corporate regulations and policies and regular supervision by the Senior Media and Communications Coordinator.
- The effect of decisions and actions taken by this position on individual clients may be significant, but it is usually subject to appeal or review by the Senior Media and Communications Coordinator and/or Manager Communications & Customer Service.
- Assist the Senior Media & Communications Coordinator with managing resources and providing input into the development of policy.
- Where assisting with resource management, the freedom to act is governed by clear objectives and/or budgets with a regular reporting mechanism to ensure adherence to goals and objectives. The effect of decisions and actions taken in this regard is usually limited to the quality or cost of the programs and projects being managed.
- Where involved in policy development the work is usually of an investigative and analytical nature, with the freedom to act prescribed by a more senior position. The quality of the output can have a significant effect on the process of policy development.

4. Judgement and Decision-Making Skills

Judgement and decision making will be within the following scope:

- The nature of the work is usually specialised with methods, procedures and processes developed from theory or precedent. The work may involve improving and/or developing methods and techniques generally based on previous experience.

Independently

- Capacity to make independent decisions that are based on specialised knowledge and the key responsibilities of the position.
- Application of effective problem solving and conflict resolution skills in a wide variety of situations.

With Input from the Senior Media and Communications Coordinator

- When the effect of decisions and actions taken by this position on individual clients may be significant.
- Decisions relating to significant expenditure require the approval of the Manager Communications & Customer Service.

Recommends and identifies to the Senior Media and Communications Coordinator

- Report major problems and issues that arise outside the decision-making parameters of position requirements to the Senior Media and Communications Coordinator.

Guidance

- Guidance and advice are usually available from the Senior Media and Communications Coordinator and Manager Communications & Customer Service.

5. Specialist Skills and Knowledge

The essential position requirements include:

- Proficiency in the application of Journalism and Public Relations disciplines, including the underlying principles as distinct from the practices.
- A thorough understanding of the long-term goals of the Media & Communications Unit is required along with the relevant policies of both the unit and the wider organisation.
- Demonstrated ability to work as an effective team member and to respond positively to unplanned issues.
- Advanced proficiency in the application of the Microsoft Office suite of products, including but not limited to Word, Outlook and Excel, as well as an understanding of web-based processes and editing software.
- Where assisting with resource management a familiarity with relevant budgeting techniques is required.

6. Management and Interpersonal skills

The essential position requirements include:

- Demonstrated self-motivation and ability to successfully manage time, prioritise, plan and organise one's own work systems and processes and where appropriate that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Ability to write clear, concise and well-structured articles to the relevant audience.
- Ability to gain cooperation and assistance from clients, members of the public and other employees in the administration of defined activities and where appropriate in the supervision of other employees.
- Ability to liaise with their counterparts in other organisations to discuss specialist matters and with other employees in other functions in their own organisation to resolve intra-organisational problem.
- Excellent customer service skills, including the ability to handle confidential information and situations in a sensitive manner.
- Ability to relate to and establish working relationships with staff at all levels, including senior management.

7. Qualifications and Experience (Key Selection Criteria)

Selection of the most suitable applicant will be based on the following:

Essential

- Degree or Diploma qualifications in Journalism or Public Relations, coupled with some relevant experience. Relevant experience should include:
 - Demonstrated knowledge of the operations of the print and electronic media;
 - Demonstrated ability to work in a Communications advisory capacity to staff at all levels of an organisation; and
 - Excellent communication, professional writing and customer service skills.
- Demonstrated ability to review and prioritise requests, frequently reorganising workloads to achieve professional responsibilities with agreed timeframes.
- Demonstrated ability to manage and deal discreetly with sensitive issues and confidential matters.
- Demonstrated commitment working in a small close-knit team contributing to successful outcomes and team goals.

Verification

We certify that the content of this Position Description accurately reflects the overall role and accountabilities of the position:

Prepared by:

Name:	Kylie Sprague	Signature:	
Date:	December 2020		

Manager:

Name:	Kylie Sprague	Signature:	
Date:	December 2020		

Director:

Name:	Mick Jaensch	Signature:	
Date:	December 2020		

Position Occupant:

Name:		Signature:	
Date:			

Inherent Physical & Cognitive Requirements of the position

Not specific to role (the position does not require more than 10-15% manual handling). A Task Analysis to identify detailed Physical Requirements of the role is not required).

Authorised by: Kylie Sprague

Signature

Cognitive Demand	Yes	No
Regular communicating with team/work mates	✓	
Regular communicating with others	✓	
Verbal instruction and supervision of others		✓
High concentration	✓	
Planning and problem solving	✓	
Job/task organisation	✓	
Short-term memory	✓	
Long-term memory	✓	

Position Description

APPENDIX 1

Additional Key Responsibility Areas / Position Specific Responsibilities for all employees

Main areas of responsibilities will include but is not limited to:

Business Unit Responsibilities

- Undertake Emergency Management duties as required by assisting in Emergency Management activities.
- At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers and employees.
- Make an ongoing, positive contribution to the Directorate.

Change Management

- Positively embrace, adopt and meet the challenges of change as it occurs within the organisation while possessing a 'can do' attitude in order to embrace new tasks and to assist others.

Team Effectiveness

- A demonstrated ability to work in a team environment and actively participate as a committed and valued team member to ensure a cohesive approach to achieving team and corporate objectives.
- Be a team player and adopt team practices that support a team approach across the organisation by supporting each other in a team environment to recognise individual team achievements and achieve team targets.

Organisational Requirements

- A committee employee, behaving in a manner consistent with personal and professional workplace standards as outlined in Council's Code of Conduct and other Council policies, procedures and guidelines.
- Make a positive contribution to Council and be mindful of the requirements outlined in the Victorian Charter of Human Rights in the provision of service delivery while respecting the rights of colleagues and customers at all times.
- Act respectfully, responsibly and be accountable for your actions.
- Adhere to Council's occupational health, safety and return to work (RTW) policies and procedures and participate in health and safety training programs and initiatives.
- Understanding of and ability to work with diversity within the workplace and community.
- Perform other duties as directed within the limits of acquired skills, knowledge and training.
- Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information.