

# COMMUNICATIONS AND ENGAGEMENT OFFICER

## POSITION DESCRIPTION



<b>Position Title</b>	<b>Communications and Engagement Officer</b>	<b>Position Number</b>	
<b>Incumbent</b>	<b>VACANT</b>		
<b>Reports to</b>	Chief Executive Officer	<b>Direct reports</b>	Nil
<b>Department</b>	Executive Services	<b>Location</b>	Principal office
<b>Award</b>	South Australian Municipal Salaried Officers Award	<b>Status</b>	Permanent, Full time
<b>Stream</b>	General Officer	<b>Level</b>	4

### OUR VISION

To enhance the liveability and enterprise of our community.

### OUR VALUES

Honesty · Accountability · Respect · Teamwork · Trust

### KEY RELATIONSHIPS AND INTERACTIONS

<b>Accountability</b>	This position reports to and is accountable to the Chief Executive Officer
<b>Internal Liaison</b>	Chief Executive Officer, Executive Leadership Team, Council employees and Councillors
<b>External Liaison</b>	Community Members, Businesses, Developers, Government Representatives, Local Government Authorities, Regional Development Organisations, Community Groups and Service Providers
<b>Delegations</b>	Written delegation/authority as provided by the Chief Executive Officer

### POSITION OVERVIEW

<b>Role Purpose</b>	<p>The role will contribute to and support the delivery of internal and external communications and engagement activities. The role will be a key information conduit between Council and the community, geared towards improving community knowledge of Council's priorities and deepening engagement with the community.</p> <p>The role will advise on consultation and engagement exercises with the community on matters including reports, projects, services and initiatives.</p>
<b>Key Result Areas</b>	<ol style="list-style-type: none"> <li>1. <b>Communications</b></li> <li>2. <b>Community engagement</b></li> <li>3. <b>Media</b></li> <li>4. <b>Marketing, promotions and design</b></li> <li>5. <b>Council communication and collaboration</b></li> <li>6. <b>Council Administration</b></li> </ol>

## POSITION DETAILS

### Role Accountabilities

<b>1. Communications</b>	<ul style="list-style-type: none"><li>• Contribute to the administration of the Communication and Engagement plan and strategies.</li><li>• Assist with developing and delivering clear, creative and impactful communications across digital and print platforms for a wide range of audiences.</li><li>• Collaborate with departments to map, plan and deliver engagement and communications activities that support and promote projects, services and activities, and reach intended audiences.</li><li>• Oversee Council's social media platforms, including content creation (videos, photos and graphics) and responding to online commentary.</li><li>• Oversee Council's website and intranet.</li><li>• Assist with drafting and proofreading corporate publications.</li><li>• Distil complex information into communications with clarity, depth and nuance.</li><li>• Create content and narrative that is culturally aware and inviting to people of all identities and background.</li><li>• Undertake tasks with attention to detail and discretion, especially when dealing with sensitive, complex or confidential information</li></ul>
<b>2. Community engagement</b>	<ul style="list-style-type: none"><li>• Assist with the organisation and delivery of community engagement events and initiatives.</li><li>• Contribute to building and maintaining engagement on Councils social media platforms, creating tone of authenticity and accessibility that aims to inform and engage our community.</li><li>• Present ideas and issues based on qualitative and quantitative findings and insights from engagement projects.</li><li>• Generate ideas for new and different ways to engage and communicate with the community, increasing participation.</li></ul>
<b>3. Media</b>	<ul style="list-style-type: none"><li>• Build positive relationships with media by implementing effective engagement processes, and providing timely and accurate response to media enquiries.</li><li>• Identify opportunities for positive media coverage and crisis management, and in consultation with the CEO and Mayor coordinate the construction and delivery of media releases.</li><li>• With staff, coordinate the preparation of media statements for the communication of Council decisions to the media.</li><li>• Undertake media monitoring and reporting.</li></ul>
<b>4. Marketing, promotions and design</b>	<ul style="list-style-type: none"><li>• Assist with the preparation and delivery of promotional material, and communications and marketing initiatives, balancing design and innovation with compliance.</li><li>• Liaise with suppliers, including design agencies, photographers, videographers.</li><li>• Curate Council's corporate digital library (photos, videos).</li><li>• Contribute to the implementation of Council's branding and style guide.</li></ul>
<b>5. Council communication and collaboration</b>	<ul style="list-style-type: none"><li>• Collaborate and partner across the organisation to promote positive and constructive working relationships and networks at all levels, contributing to a positive culture of teamwork and a focus on achieving work objectives and business excellence.</li><li>• Ensure clear workplace communications, workflow prioritising and that any operational or customer service issues are brought to the attention of the supervisor / manager in a timely and professional way.</li><li>• Promote a professional and client focussed image of the Council in all dealings with the community, ensuring that appropriate responses are provided within the Customer Service Charter framework.</li></ul>

	<ul style="list-style-type: none"> <li>• Foster and facilitate continuous improvements and best practice to ensure the delivery of an exceptional level of service to all of Council's external customers and service delivery partners.</li> <li>• Ensure all relevant tasks, processes and communications are administered as required under the Department's operating systems and procedures.</li> <li>• Provide an appropriate level of discretion, diplomacy and judgment in responding to inquiries from the community and Council staff.</li> </ul>
<b>6. Council Administration</b>	<ul style="list-style-type: none"> <li>• Prepare Council reports, briefings and position statements on request and as required</li> <li>• Manage administrative tasks through Council's Synergy software and data management systems.</li> <li>• Adequately process corporate records created and received according to Council's policies, procedures and legislation.</li> <li>• Comply with all relevant legislation, policies, procedures, guideline and instructions</li> </ul>

## COMPLIANCE AND OBLIGATIONS

### Workplace Health and Safety (WHS) and Return To Work (RTW) - All Staff

- Familiarity and compliance at all times with Council's WHS and RTW policies, procedures and guidelines
- Take reasonable care for your own health and safety
- Take reasonable care that your acts or omissions do not adversely affect the health and safety of other persons.
- Comply, so far as reasonably able, with any reasonable instruction that is given to ensure your safety.
- Participate in the rehabilitation and RTW process if injured at work as set out in the RTW legislation.

### Risk Management

- As part of Council's Risk Management responsibilities, actively reduce Council's exposure to losses related to security, public liability and professional indemnity by reporting any disputes or matters of hazards within the district of the Council affecting the health and safety of the general public and work colleagues.
- Within reason assist in dealing with an emergency situation, should one arise, affecting the operation of Council and / or the wellbeing of the community.

### Equal Employment Opportunity and Diversity

- Ensure professional conduct is in accordance with Council's Code of Conduct for Employees and as legislated; Anti-Discrimination and Equal Employment Opportunity standards.
- Advocate and foster harmonious, connected communities, recognising the community's values and celebrated differences through mutual respect, understanding and sense of belonging.

### Sustainability

- Within the scope of the position procure goods and services giving consideration to sustainable principles; and incorporate sustainable objectives and targets into projects, programs and services.
- Promote and participate in a culture of sustainability.

### Professional Development

- Identify and participate in professional development or training opportunities as approved or directed by the Chief Executive Officer.

### Performance Planning and Review

- Participation in Performance Review and Planning.

**SELECTION CRITERIA**

<p><b>Qualifications &amp; Licences</b></p>	<ul style="list-style-type: none"> <li>• A tertiary qualification in journalism, marketing, promotions, communications or extensive industry experience</li> <li>• A current SA Class C Drivers Licence</li> </ul>	<p><b>Essential</b></p>
	<ul style="list-style-type: none"> <li>• -</li> </ul>	
<p><b>Experience, Skills &amp; Knowledge</b></p>	<p><b>EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>• Previous appointments or service at an equivalent level of expertise and experience to undertake the range of activities required.</li> <li>• Experience in delivering communications strategies, including the identification and analysis of key stakeholders and target audiences.</li> <li>• Experience in providing communications advice and support to organisational leadership positions.</li> <li>• Proven ability to build and maintain stakeholder relationships both internal and external.</li> </ul> <p><b>SKILLS</b></p> <ul style="list-style-type: none"> <li>• Strong interpersonal skills and a high level of professional integrity.</li> <li>• Strong written and oral communication; negotiation and problem-solving skills; and, research skills.</li> <li>• Professional time management and administrative skills.</li> <li>• Ability to exercise sound judgement in dealing with complex and sensitive communication issues.</li> <li>• Conversant using digital marketing and social media platforms (eg Mailchimp, LinkedIn, Facebook, Twitter).</li> </ul> <p><b>KNOWLEDGE</b></p> <ul style="list-style-type: none"> <li>• Thorough working knowledge of community engagement principles and practice.</li> <li>• A good understanding of marketing practices and bringing an evidence-based approach to marketing decision making.</li> <li>• Understanding of communications, public relations and marketing</li> </ul>	<p><b>Essential</b></p>
	<ul style="list-style-type: none"> <li>• Previous professional communications experience with Local Government or a similar sector</li> <li>• Demonstrated knowledge of Internal Association of Public Participation framework (IAP2).</li> </ul>	

**SPECIAL CONDITIONS**

- Undertake other duties Council may assign to you, having regard to your skills, competency, training and experience.
- In addition to normal working hours, you will be required to attend all Ordinary Meetings and relevant Committee Meetings of the Council and to attend other meetings / functions / matters relating to this position, where directed. This may include weekday evenings and weekends.
- Travel intrastate and interstate will be required from time to time.
- Screenings (initial and ongoing) apply and are not limited to:
  - Medical examination or assessment including hearing assessment.
  - Functional Capacity / Work Suitability Assessment where identified due to the inherent physical requirement of the job; and/or where a preferred candidate indicates a pre-existing medical condition that may impact on their ability to perform the inherent requirements of the role.
  - general employment probity screening;
  - National Police Certificate, including disclosure of any pending charges.
  - Confirmation of qualifications; accreditations and licences (initial and ongoing)

\* letter of offer may contain additional conditions

**POSITION DESCRIPTION AGREEMENT AND SIGNATURES**

Council acknowledges that a multi-skilled workforce provides a broader range of skills which bring a greater flexibility to the work area, you may therefore be asked to comply with reasonable direction to perform duties outside the scope of the position description.

This position description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

<b>Incumbent Name</b>	<b>VACANT</b>		
	Signature:	Date:	
<b>Manager Name</b>	<b>TIM PFEIFFER – Chief Executive Officer</b>		
	Signature:	Date:	
<b>Chief Executive Officer</b>	<b>TIM PFEIFFER</b>		
	Signature:	Date:	
<b>PD Agreement Date</b>		<b>PD Review Date</b> (12 months)	
<b>Commenced employment with Berri Barmera Council</b>			
<b>This PD supersedes previous PD Date: (if applicable)</b>			
<b>Record Number</b>			