



POSITION DESCRIPTION

MEDIA, MARKETING & COMMUNICATIONS ADVISOR

Position Number:	403	Location:	Cunnamulla
Award:	Queensland Local Government Industry Award (Stream A) – State 2017		
Certified Agreement:	Paroo Shire Council – Non-Operational Staff Certified Agreement 2021-2024		
Classification Level:	6	Employment Type:	Permanent Full Time
Department / Team:	Office of the CEO		
Reports to:	Chief Executive Officer	Supervises:	No direct reports

Our Values

In making and implementing our decisions we will be guided by the principles of *integrity, efficiency and continuous improvement* and exhibit the following values:

- P – Pride
- A – Accountability
- R – Respect
- O – Open and Transparent
- O – Opportunities for Employment
- S – Safety
- C – Commitment



Position Objectives

The Media, Marketing and Communications Advisor is responsible for the provision of expert advice, the development and delivery of media and communication strategies and multimedia activities across all areas of Council. The position will project manage the production of annual publications, newsletters and flyers, manage Council’s social media platforms and develop a variety of collateral promoting Council and Paroo Shire as a liveable, remote town with a focus on tourism.

Key Responsibilities

- Lead and manage the development, implementation and evaluation of a strategic marketing plan for key Council projects and initiatives that inform and engage the community about issues, programs and initiatives.
- In conjunction with the Executive Leadership Team (ELT), prepare, coordinate and deliver strategic communications including development of key messages, positioning and branding strategies, including the use of digital media to ensure all relevant stakeholders are informed.
- Provide expert advice to, and manage internal and external stakeholder relationships including the Executive Team (ELT), Elected Members, media organisations, traditional owners, community groups and residents, to deliver effective community engagement outcomes for the Shire.
- Prepare regular CEO updates for distribution to all employees to provide information on key issues, initiatives and general sharing of information.
- Develop and maintain Council’s website, intranet and social media channels / platforms (excluding Council’s Tourism sites).
- Develop and publish online content on Council’s website and social media channels, that supports and promotes Council and community objectives.
- Provide support and guidance to the Tourism Team for the development and maintenance of tourism collateral, website and social media channels / platforms.
- Produce, collate, design and edit content for Council’s key publications and communications, including the Annual Report, ensuring deadlines are met and information is clear, readable and accurate and compliant with the relevant

legislation and regulations.

- Work closely with the Economic Development Officer to promote local organisations, projects and businesses via multimedia and the web.
- Work closely with the Manager Human Resources to develop an employee value proposition, engaging recruitment campaigns and advertisements.
- Lead the production and delivery of collateral, including banners and signage, in hard copy and electronic formats, ensuring they follow the Council style guide.
- Review and update Council's style guide and work with internal stakeholders to ensure all Council documentation is updated to meet the new guide.
- On a daily basis, monitor media, including social media and work with the CEO and ELT to respond to any queries or issues.
- Work with internal and external stakeholders to deliver consistent messaging across all media platforms, including promoting the Paroo Shire as a liveable, remote shire.
- Plan and enable proactive media opportunities in consultation with ELT.
- Analyse market data (campaign results, conversion rates, traffic) to help shape future marketing strategies.
- Provide quarterly reports to Council on marketing and communication efforts, using relevant metrics.

Qualifications, Skills and Experience

Essential

- Minimum 3 years' demonstrated experience in producing and delivering strategic communications and marketing strategies/plans, including researching, developing and implementing.
- 'C' Class Queensland Drivers Licence or higher.
- Pre-Employment Health Assessment and National Police Check prior to appointment.

- Demonstrated experience in managing and delivering multimedia projects (ie video, audio, phone editing) and ability to develop compelling content across multiple channels (website, social media, other communications).
- Demonstrated knowledge of the Information Privacy Act 2009 and other legislation, policies and procedures relating to media and communication, including understanding marketing essentials and market research methods.
- Demonstrated ability to build and manage internal and external stakeholder relationships and handle complex matters effectively, while maintaining confidentiality and a high level of customer service.
- Demonstrated ability to plan and organise workload and operate with a high degree of autonomy, while providing proactive assistance to stakeholders in a deadline focused environment.
- Demonstrated high level editing skills and proven ability to produce quality copywriting and experience in providing engaging communication, preferably in a local government environment.
- Demonstrated experience maintaining a website and social media channels and engaging with audiences across various social media platforms including Facebook, X, YouTube, LinkedIn, Instagram and similar.
- Excellent English written and oral communication skills with excellent attention to detail.

Desirable

- Tertiary qualifications in Journalism, Communications and/or Digital Marketing.
- Experience in a similar role in a local government environment with a detailed knowledge of legislation, policies and procedures relating to Local Government.
- Photography skills.

Corporate Accountabilities

- Demonstrated commitment to apply and adhere with Council's Policies and Procedures and Local Government Act 2009, including but not limited to Council's Code of Conduct, Work Health and Safety Policy and Anti-Discrimination Policy.
- Capable of carrying out the physical and inherent requirements of the position and being flexible and adaptable to meet the requirements of the position.
- Maintain a positive team culture based on honesty, trust and integrity.
- Perform jobs, tasks and processes in accordance with relevant guidelines and standards.

- Maintain confidentiality of Council information obtained during the course of employment.
- Operate and maintain Council assets including equipment, plant and fleet within Council guidelines and manufacturers' specifications.
- Foster and maintain strong stakeholder relationships directly or indirectly associated with Council.
- Provide consistent and timely customer services to our colleagues and communities.

Work Health and Safety

- Apply Council policies and procedures in everyday work activities to assist Council in ensuring a safe work environment and to meet the standards imposed by any relevant safety legislation as required by Queensland's Work Health and Safety Act 2011.
- Maintain a positive attitude towards acquiring an understanding of work health and safety (WHS) legislation, including Council WHS policies and procedures and foster and maintain a positive attitude towards WHS within the individual work teams.

Position Description Acceptance

I agree and accept all terms, conditions and duties outlined in this document.

Employee Name: _____

Employee Signature: _____ Date: _____