

POSITION INFORMATION

Media, Marketing &
Communications Advisor





Are you up for the challenge?

We are seeking a Media, Marketing and Communications Advisor who is ready to grow innovative thinking for publications, presentations and communications throughout our workplace and community at Paroo Shire Council.

The Council has a new state of the art Civic and Community Enterprise Centre as its regional office and a growing tourism industry which offers a wide choice of attractions and activities including the \$12million mineral-rich artesian Cunnamulla Hot Springs, Cunnamulla Fella and Historical Railway.

Located in Southwest Queensland, the Paroo Shire Council covers an area of 47,623 square kilometres with Cunnamulla being the hub of the Shire incorporating four beautiful rural towns, Cunnamulla, Yowah, Eulo and Wyandra and a growing tourism industry. Its unique name Cunnamulla, means 'long stretch of water', as the town sits on the edge of the picturesque Warrego River, a popular spot for boating, water sports, hot springs and fishing.

ABOUT THE ROLE



About the Position

If you are keen to live and work in a rural Australian community, with a view to establishing a creative portfolio of media and marketing with your specialist skills, then we would love to see you apply for the position of Media, Marketing and Communications Advisor.

The Media, Marketing and Communications Advisor is responsible for providing specialist advice to our Executive and to our teams to assist in creating innovative recruitment campaigns, printed material, social media, intranet and internet sites and to help promote our tourism and economic development of our unique charismatic town. You will be immersed in creating the role to deliver on our varied projects, as the position will be key to our success as an organisation.

WHAT ARE WE LOOKING FOR?



About You

You will be excited by the opportunity to step into a role that you can take to the next level in our organisation. You will be ready to provide your expert advice to our Executive Leadership Team (ELT) and assist in building our strong organisational and community presence as you deliver media and communication strategies and multimedia activities across all areas of Council.

You will have the opportunity to 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. You will be able to respond quickly to challenges by being flexible and adaptable within the Office of the Chief Executive Officer.

About Your Experience

You will have three (3) years' experience in producing and delivering strategic communications and marketing strategies/plans, including research with the ability to develop compelling content across multiple channels (website, social media, communications) and be experienced in managing and delivering multimedia projects such as video, audio, phone editing. Special talents will be creating and maintaining a website and intranet to engage with audiences across various platforms including Facebook, X, YouTube, LinkedIn, Instagram and similar.

It would be great if you are working towards a qualification in Journalism, Communications and/or Digital Marketing, perhaps even photography however this is not essential, although you will need a current 'C' Class Queensland Drivers Licence as an essential requirement for this position.

ABOUT YOUR BENEFITS



We will offer you:

- A competitive remuneration package between \$80,433 and \$84,765 depending on experience and qualifications.
- Time to relax with family and friends with 5 weeks annual leave and 17.5% loading
- A nine (9) day fortnight to enjoy a leisurely long weekend
- Uniforms so that you never need to find something to wear.

You will find a copy of the Position Description on our website (www.paroo.qld.gov.au/employment) and if you would like further information please contact Julie Kazich, interim Manager Human Resources on 07 4655 8400.

Applications close Wednesday 11 September 2024 and we are looking forward to considering your application and meeting you. We will be calling you to get to know you before this date if we believe you are the right fit for the job!

To apply please email a cover letter addressing the position responsibilities and your resume outlining your qualifications and experiences to hr@paroo.qld.gov.au.

For more information about the region visit:

<https://www.paroo.qld.gov.au/visit-paroo/visitor-information-centre>

Please note we can only consider your application if you are eligible to work in Australia



PAROO SHIRE COUNCIL

49 Stockyard Street
Cunnamulla Q 4490

council@paroo.qld.gov.au

(07) 4655 8400

www.paroo.qld.gov.au

