



Position Vacant

Media, Marketing & Communication Officer

The Shire of Paroo is a local government area in Southwest Queensland, Australia. The Paroo Shire covers an area of 47,623 square kilometres (18,387 sq mi). In the 2021 census, the Shire had a population of 1,679. The region incorporates four towns Cunnamulla, Yowah, Eulo and Wyandra, with Cunnamulla being the hub of the Shire and is centrally situated on the crossroads of the Balonne and Mitchell Highways. Cunnamulla, meaning “long stretch of water”, gets its name from the picturesque Warrego River which meanders past the town and is a popular spot for fishing and water sports.

The Position

As the media, marketing and communication officer you will develop and deliver communications strategies and activities across all areas of Council. You will project manage the production of annual publications and other collateral as well as developing marketing programs to promote Council and Paroo Shire.

Selection Criteria

1. Ability to develop a marketing program for Paroo Shire;
2. Ability to work with the Economic Development officer to promote local organisations, projects and businesses;
3. Ability to deliver all annual reporting documents and supporting collateral in line with agreed deadlines;
4. Ability to compose, edit and/or publish all Council publications as required;
5. Ability to ensure all council publications meet the Council Style guide and are clear, readable and correct;
6. Demonstrate to provide and consistent communication on behalf of Council across all forms of media;
7. Demonstrate to provide a high level of customer service to the community and all workers at Council;
8. Demonstrate to commitment and uphold Council Code of Conduct, Workplace Health and Safety and Anti-Discrimination policies; and
9. Ability to ensure all Official Council publications are accurate and compliant with the relevant legislation, regulation or contract.

Experience & Qualifications

Essential

- No formal qualifications are required for this role;
- Experience in managing and delivering media projects; and
- Experience in a similar role within a large and complex organisation and in a local government environment.
- Ability to legally operate a motor vehicle under a ‘C’ Class Queensland Drivers Licence or higher is an essential requirement for this position.

Desirable

- Tertiary qualifications in any of the following areas are desirable for this role:
 - Journalism
 - Communications
 - Digital Marketing

Benefits

- A competitive remuneration package is offered, depending on experience and qualifications.
- 5 weeks annual leave with 17.5% loading

- 9-day fortnight
- Uniforms provided.

A position description is available below. Applications close when the position is filled.

To apply please email your resume, cover letter outlining your experiences of the selection criteria and application form to hr@paroo.qld.gov.au For further information please contact the HR Officer on 07 4655 8400.

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

Position Description

Title: Media, Marketing & Communications Officer
Award: Queensland Local Government Industry Award (Stream A) – State 2017, and Paroo Shire Council – Non-Operational Staff Certified Agreement 2021-2024.
Level: 4
Department: Office to the CEO
Location: Cunnamulla

Position Objectives

As the media, marketing and communication officer you will develop and deliver communications strategies and activities across all areas of Council. You will project manage the production of annual publications and other collateral as well as developing marketing programs to promote Council and Paroo Shire.

Reporting Arrangements and Delegations

- This role reports directly to the CEO and is a part of the Office of the CEO
- This role has no direct reports but is expected to consult widely within the organisation.

Key Selection Criteria

1. Ability to develop a marketing program for Paroo Shire;
2. Ability to work with the Economic Development officer to promote local organisations, projects and businesses;
3. Ability to deliver all annual reporting documents and supporting collateral in line with agreed deadlines;
4. Ability to compose, edit and/or publish all Council publications as required;
5. Ability to ensure all council publications meet the Council Style guide and are clear, readable and correct;
6. Demonstrate to provide and consistent communication on behalf of Council across all forms of media;
7. Demonstrate to provide a high level of customer service to the community and all workers at Council;
8. Demonstrate to commitment and uphold Council Code of Conduct, Workplace Health and Safety and Anti-Discrimination policies; and
9. Ability to ensure all Official Council publications are accurate and compliant with the relevant legislation, regulation or contract.

Skills and Experience

- A detailed knowledge of legislation, policies and procedures relating to Local Government, Media, and Communication;
- Comprehensive knowledge, or demonstrated ability to gain knowledge of Council processes, policies, and systems;

- Commitment and uphold Council Code of Conduct, Workplace Health and Safety and Anti-Discrimination policies;
- Able to handle complex matters effectively, while maintaining confidentiality;
- Ability to plan and organise workload and operate with a high degree of autonomy, while providing proactive assistance to all stakeholders;
- Ability to work in a deadline focused environment;
- Able to quickly produce clear and accurate copy for publication;
- Research, collate information and provide written reports and recommendations;
- Effectively operate computer systems including CMS and MS Office Suite;
- Proven experience in marketing;
- Thorough understanding of marketing essentials and market research methods, including using traditional and social media;
- Excellent communication skills in all areas, with a focus on interpersonal, written, and online communication;
- High level of skills with a variety of corporate communications tools for online and print use;
- Proven experience partnering with senior management to provide positive outcomes;
- Build and manage stakeholder relationships;
- Negotiate mutually beneficial outcomes and deal with many different types of people; and
- Demonstrate a high-level attention to detail.

Qualifications

Essential

- Ability to legally operate a motor vehicle under a 'C' Class Queensland Drivers Licence or higher is an essential requirement for this position;
- No formal qualifications are required for this role;
- Experience in managing and delivering media projects; and
- Experience in a similar role within a large and complex organisation and in a local government environment.

Desirable

- Tertiary qualifications in any of the following areas are desirable for this role:
 - Journalism
 - Communications
 - Digital Marketing

Key Responsibilities and Duties

Project Management

- Produce, collate, design and edit content for Council's key publications and communications, including Annual Report;
- Develop and deliver online content that supports Council and community objectives; and
- Lead the production and delivery of collateral, including banners and signage, in hard copy and electronic formats, ensuring they follow the Council style guide.

Marketing

- Lead the development of a marketing plan;
- Collaborate with other stakeholders to coordinate awareness and marketing efforts;
- Plan and execute initiatives to reach the target audience through appropriate channels;
- Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies; and

- Undertake individual tasks of a marketing plan as assigned.

Communication

- Develop an effective communications strategy for Council to ensure all relevant stakeholders are kept informed;
- Daily monitor media and advise all members of Council on media opportunities, including social media;
- Work with internal and external stakeholders to deliver consistent messaging across all media platforms, including promoting the Paroo Shire as a great place to live, work invest and visit;
- Plan and enable proactive media opportunities in consultation with the ELT;
- Highly developed interview and professional writing skills; and
- Provide Monthly reports to Council using relevant metrics.

Customer Service

- Actively participate in identifying, recommending, developing, and implementing measures through which allocated tasks and responsibilities may be carried out more effectively and efficiently; and
- Provide responsive service to the CEO, ELT, co-workers, and stakeholders requesting information.

Work Health & Safety

- Leadership Creates a safe work environment for the Finance team;
- Willing and able to call out unsafe or inappropriate behaviour when you see it;
- Models best practice WHS behaviour and has a commitment to Workplace Health and Safety, Council's Code of Conduct and demonstrating appropriate behaviour for a public sector employee; and
- Ensure compliance with, and demonstrate a commitment to Workplace Health and Safety, Council's Code of Conduct and other policies and demonstrate appropriate behaviour for a public sector employee.

ADDITIONAL POSITION REQUIREMENTS

The incumbent must be:

- Prepared to work flexible hours to meet the requirements of the position;
- Medically fit and physically capable to meet requirements of the position; and
- In compliance with legislation and Paroo Shire Council Policy you will be required to provide a current National Police Check Certificate and have a Pre-Employment Health Assessment.

Ethical Behaviour

Employees must:

- Perform all jobs, tasks and processes in accordance with relevant guidelines and standards;
- Operate and maintain all Council assets including plant, fleet and equipment within Council guidelines and manufacturers' specifications;
- Behave in a manner consistent with Council's Code of Conduct and HR policies and the Local Government Act 2009; and
- Maintain confidentiality of all Council information obtained during the course of employment.

Customer Service

Employees must:

- Foster and maintain strong public relations with Council's ratepayers, clients and other bodies directly or indirectly associated with Council; and
- Provide consistent and excellent customer services to all stakeholders.

Teamwork and Participation

Employees must:

- Establish and maintain effective professional relationships with the Chief Executive Officer, managers, supervisory staff, employees and contractors; and

- Maintain a positive team culture based on honesty, trust and integrity.

OTHER INFORMATION

- Paroo Shire Council is an Equal Employment Opportunity employer;
- All Employees within Council are subject to an initial three-month probationary period; and
- It is essential that applicants are interested in the lifestyle and unique rewards of working towards the development and prosperity of a small rural remote community.

PHYSICAL REQUIREMENTS

SEDENTARY WORK								
Light Duty	Frequent lifting / carrying of objects weighing up to 5kgs.					<input checked="" type="checkbox"/>		
Work	Frequent lifting / carrying of objects weighing up to 10kgs.					<input type="checkbox"/>		
Heavy Work	Frequent lifting / carrying of objects not exceeding 25kgs					<input type="checkbox"/>		
WORK ENVIRONMENT								
ATTRIBUTE			MANOEUVRE	FREQUENT	OCCASIONAL	NONE		
Chemicals	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Bending	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Cold	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Squatting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Dampness	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Climbing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Fumes/gases	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Twisting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Heat / Humidity	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Reaching	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Heights	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	PLANT OPERATION					
Noises	<input type="checkbox"/> YES	<input checked="" type="checkbox"/> NO	Maximum seat rating of 150kgs					
SPECIFIC ACTIONS REQUIRED This job may include:				AUDIO – VISUAL DEMANDS		REPETITIVE MOTIONS		
Standing/Walking	Sitting		Driving		Hearing	<input checked="" type="checkbox"/>	Foot Movement	<input type="checkbox"/>
<input type="checkbox"/> None	<input type="checkbox"/>	None	<input type="checkbox"/>	None	Depth Perception	<input type="checkbox"/>	Fine Manipulation	<input type="checkbox"/>
<input checked="" type="checkbox"/> Occasional	<input type="checkbox"/>	Occasional	<input checked="" type="checkbox"/>	Occasional	Colour Discrimination	<input type="checkbox"/>	Pushing/Pulling	<input type="checkbox"/>
<input type="checkbox"/> 1-4 hrs	<input type="checkbox"/>	1-4 hrs	<input type="checkbox"/>	1-4 hrs	Peripheral Vision	<input type="checkbox"/>	Finger Dexterity	<input checked="" type="checkbox"/>
<input type="checkbox"/> 4-6 hrs	<input type="checkbox"/>	4-6 hrs	<input type="checkbox"/>	4-6 hrs			Simple Grasping	<input checked="" type="checkbox"/>
<input type="checkbox"/> 6-8 hrs	<input checked="" type="checkbox"/>	6-8 hrs	<input type="checkbox"/>	6-8 hrs				

POSITION DESCRIPTION ACCEPTANCE

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

Employee Name..... Date.....

Employee Signature.....

CEO Name CASSANDRA WHITE

Date 1/11/2023

CEO Signature