



Paroo Shire Council

Date of last amendment : 10/08/2022

Marketing and Communications Officer

- Develop and deliver communications strategies and activities across all areas of Council
- Project manage the production of annual publications and other collateral
- Develop marketing programs to promote Council and Paroo Shire

Performance indicators

| S.no | Performance indicator | Measurement of performance indicator | Assessment period |
|------|---------------------------------------|--|-------------------|
| 1 | Work Health and Safety and Compliance | <ul style="list-style-type: none"> • Commitment and uphold Council Code of Conduct, Workplace Health and Safety and Anti-Discrimination policies. • Ensures all Official Council publications are accurate and compliant with the relevant legislation, regulation or contract. | 12 months |
| 2 | Project Management | <ul style="list-style-type: none"> • Deliver all annual reporting documents and supporting collateral in line with agreed deadlines • Compose, edit and/or publish all Council publications as required • Ensure all council publications meet the Council Style guides and are clear, readable and correct | 6 months |
| 3 | Marketing | <ul style="list-style-type: none"> • Develop a marketing program for Paroo Shire • Work with the Economic Development officer to promote local organisations, projects and businesses | 6 months |
| 4 | Communication | <ul style="list-style-type: none"> • Provide and consistent communication on behalf of Council across all forms of media | 6 months |
| 5 | Customer Service | <ul style="list-style-type: none"> • Provides a high level of customer service to the community and all workers at Council. | 6 months |

Other roles and responsibilities

Work Health and Safety and Compliance

- Commitment to Workplace Health and Safety, Council's Code of Conduct and demonstrating appropriate behaviour for a public sector employee.
- Willing and able to call out inappropriate behaviour when you see it.

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
- 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
- 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
- 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.
- Provide responsive service to the CEO, ELT, co-workers, and stakeholders requesting information

Previous experience

Work Health and Safety and Compliance

- 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.

Project Management

- Able to handle complex matters effectively, while maintaining confidentiality.
- Demonstrated ability to plan and organise workload and operate with a high degree of autonomy, while providing proactive assistance to all stakeholders
- Demonstrated ability to work in a deadline focused environment
- Able to quickly produce clear and accurate copy for publication
- Demonstrated ability to research, collate information and provide written reports and recommendations
- Demonstrated ability to effectively operate computer systems including CMS and MS Office Suite

Marketing

- Proven experience in marketing
- Thorough understanding of marketing essentials and market research methods, including using traditional and social media

Communication

- 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

Customer Service

- The ability to build and manage stakeholder relationships
- Demonstrated ability to negotiate mutually beneficial outcomes and deal with many different types of people.
- Demonstrated high level attention to detail.

Reporting Arrangements and Delegations

- This role sits within the Office of the CEO and reports directly to the CEO.
- This role has no direct reports, however they are expected to consult and coordinate with a range of co-workers across all of Council

General Conditions of Employment

- This role is Non-Operational and Stream A. The level will be negotiated with the incumbent, dependent on skills and experience.
- It is covered by:
 - Queensland Local Government Industry (Stream A) Award – State 2017
 - Paroo Shire Council – Non - Operational Staff Certified Agreement 2018 or it's successor agreement
- This position will be required to work from the Civic and Community Centre, Stockyard Street, Cunnamulla and may be required to work outside of standard business hours.
- 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 if you are successful in your application.

Education

Essential

- No formal qualifications are required for this role
- Experience in managing and delivering media projects.
- 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