

POSITION DESCRIPTION

Position Title:	Communications Support Officer
Position Number:	10937
Directorate:	Office of the CEO
Reports to:	Manager Marketing and Communications
Department:	Marketing and Communications
Agreement:	<i>City of Karratha Enterprise Agreement 2021</i>
Classification:	Level 4

1. POSITION OVERVIEW

The Communications Support Officer supports the Manager Marketing and Communications and the Marketing and Communications team to develop and implement high quality communications campaigns aimed at providing relevant and engaging information to the community and stakeholders while enhancing the reputation of the City of Karratha.

1.1 Position Objectives

- Assist in the development and production of compelling and informative content for print, broadcast, web and social media.
- Monitor and maintain the City's online presence including website and social media channels.
- Assist in the development and implementation of social media and website content plans.
- Collaborate with colleagues on the creation of new content strategies and campaigns to help achieve the City's strategic goals.
- Assist in the production (content through to publication) of internal and external communication publications including coordination of external suppliers.
- Draft internal newsletters and contribute to other communications and associated administrative tasks as directed.
- Provide high quality customer service through social media channels.
- Assist in preparing and maintaining up to date community information.
- Other duties as required.

2. DUTIES & RESPONSIBILITIES

2.1 Customer Service & Communication

- Respond appropriately to public queries and questions from external stakeholders.
- Support the Marketing and Communications to provide advice to internal stakeholders about marketing and communication activities for their projects and services.

2.2 Content Production & Design

- Assist in the development of a broad range of high-quality marketing and communications content for internal and external communications programs.
- Assist in the production of high-quality content to promote the City's wide range of products and services including visually appealing marketing collateral and advertising material.
- Ensure adherence to the City's visual style and branding guidelines.

- Support the Marketing and Communications to provide advice to internal clients with respect to design, marketing and advertising to ensure effective audience targeting and penetration.

2.3 Strategy Development

- Assist the Manager and Marketing & Communications team with the development and implementation of marketing and communication strategies and activities which heighten awareness of Council's services and activities to a wide audience.
- Assist the team with monitoring the effectiveness of marketing and communications strategies and activities and recommend amendments where appropriate.
- Assist the team to deliver a mixed media communications program.

2.4 Digital Communication

- Assist in the development of social media content plans on a variety of topics that grow and enhance the City's social media presence.
- Support the delivery of high-quality promotional videos
- Participate in the City's community engagement activities including face to face activities and monitoring online discussion.
- Monitor and update the City's social media and website properties to ensure consistency and scheduling of social media posts and web content.

2.5 General

- Assist the Manager and Marketing and Communications team with financial administration tasks and record keeping.
- Assist in the planning and delivery of community events.
- Adhere to relevant governance, record keeping and financial management requirements for Government communications.
- Provide effective input into the process of continuous improvement of services.

2.6 Health & Safety

Employees are responsible for ensuring that:

- All tasks are undertaken with the full understanding of the officer's obligation to take reasonable care to ensure personal safety and health at work and that of other persons in the workplace.
- They comply with all City policies and procedures relating to their health and safety.
- Utilise the City's procedure for WHS Communication, Consultation and Issue Resolution.
- They will not misuse or damage any equipment provided in the interests of health or safety.
- Observe all safe working practices as directed by the supervisor.
- Use and maintain protective equipment correctly.
- Report ALL accidents and incidents (including near miss) arising in the course of work to direct line manager / supervisor ASAP and then complete the Accident Incident Report form as soon as reasonably practicable within 24 hours where possible.
- Other roles and responsibilities outlined in the WHS Management at the City of Karratha: Roles and Responsibilities.

3. SKILLS, KNOWLEDGE & EXPERIENCE (KEY SELECTION CRITERIA)

3.1 Authority and Accountability

- Works under direct supervision of the Manager Communications and Marketing
- Works in accordance with approved Council's policies, procedures and guidelines.

- Support the Manager to deliver effective internal and external communications programs.
- Produce quality work autonomously.

3.2 Judgement and Problem Solving

- Ability to problem solve with solutions found in established processes and procedures.
- Provide sound advice on marketing and communications strategy and contribute to team projects.

3.3 Specialist Knowledge and Skills

- Ability to produce high quality content for a variety of purposes and audiences.
- Demonstrated understanding of contemporary marketing and communication strategies.
- Social media skills demonstrated through previous experience
- Knowledge of online and digital communications strategies
- Strong administrative and organisational skills with the ability to prioritise multiple demands at one time

3.4 Interpersonal Skills

- Strong written and verbal communication skills
- Ability to deal effectively with members of the public and external stakeholders.
- Ability to work effectively with cross-departmental project teams.
- Contribute positively in a team environment with a 'can do' approach

3.5 Qualifications and Experience

- Previous experience supporting team members in a communications environment desirable but not essential
- Strong administrative and organisational skills
- Advanced understanding and ability of Microsoft Office applications highly regarded
- Experience using website content management systems and Adobe Creative Suite highly regarded
- Current C class driver's licence
- National (or Federal) Police Certificate (no more than 6 months old)