



POSITION DESCRIPTION

Position Title:	Communications Officer
Position Number:	10937
Directorate:	Office of the CEO
Reports to:	Manager Marketing & Communications
Department:	Marketing and Communications
Agreement:	<i>City of Karratha Industrial Agreement 2023</i>
Classification:	Level 5

1. POSITION OVERVIEW

The Communications Officer will support the Manager Marketing and Communications with the development, implementation and evaluation of high-quality communications and public relations strategies and activities to ensure effective internal and external communications, which enhance the reputation of the City of Karratha. The focus of this role is to produce engaging content across digital and traditional media channels.

1.1. Position Objectives

- Develop compelling and informative content for print, broadcast, web and social media channels.
- Prepare media releases, arrange and attend photo opportunities.
- Monitor and maintain the City's online presence
- Develop and implement social media content plans.
- Collaborate on the creation of new content strategies and campaigns to help achieve the City's strategic goals.
- Advise internal clients on design, advertising and promotional strategy.
- Deliver high quality customer service through social media channels.

2. DUTIES & RESPONSIBILITIES

2.1. Content Production

- Develop a broad range of communications for internal and external communications programs.
- Coordinate the production of high-quality marketing collateral and advertising materials for a range of City products and services.
- Ensure adherence to the City's Visual Style and Branding Guidelines.
- Provide advice to internal clients with respect to marketing and advertising to ensure effective audience targeting and penetration.

2.2. Strategy Development

- Assist the Manager 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 Manager with monitoring the effectiveness of marketing and communications strategies and activities and recommend amendments where appropriate.
- Assist the Manager to deliver a mixed media communications program.

2.3. Digital Communication

- Develop content plans that grow and enhance the City's social media presence
- Produce content for the City's websites and social media pages to ensure they are relevant, timely and engaging.
- Deliver high quality customer service to customers that have questions or feedback through digital channels.
- Monitor and maintain the online reputation of the City of Karratha.

2.4. Public Relations

- Assist in the delivery of a broad range of public relations activities including:
 - Providing support in the delivery of events, festivals and public displays.
 - Participating in community consultation and engagement planning and delivery.
 - Writing content for traditional media as well as speeches and corporate documents.
 - Media liaison including writing media releases, responding to media queries and arranging media opportunities.

2.5. General

- Assist with research for and preparation of reports as directed for the purpose of providing sound and timely advice to Council and Executive on key communications / public relations issues affecting or which may potentially impact on the City of Karratha.
- Provide effective input into the process of continuous improvement of services.
- Ensure that all work conforms to Council's Best Value, quality and process improvement plans.
- Represent the City at official functions, meetings, seminars etc. both during and outside normal working hours, as necessary to effectively carry out the position and to convey a positive public image..

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 & Accountability

- Authority to undertake day to day activities within Council policy and budgetary constraints.
- Freedom to act is subject to professional and regulatory review.
- Accountable for the quality, effectiveness, cost and timeliness of the programs, projects or work plans under his/her control and for the safety and security of the assets being managed.

3.2. Judgement & Problem Solving

- Skills in managing time, setting priorities and planning and organising one's own work so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable, despite conflicting pressures.
- Ability to gain a rapid understanding of the broad range of issues, services and strategic objectives relevant to local government.

3.3. Specialist Knowledge & Skills

- Ability to develop highly engaging content for all marketing and communication platforms from concept through to production, including print, broadcast, web and social media channels.
- Project planning, delivery and evaluation experience
- Knowledge of social media management, social media advertising and search engine optimisation.
- Basic photography and videography skills..
- Content writing for web and social media.
- Knowledge of MS applications suite (Word, PowerPoint etc) and basic design applications (Adobe suite).
- Understanding of and ability to implement, public relations and other communication strategies.
- High level project management skills

3.4. Interpersonal Skills

- Outstanding interpersonal skills to work productively as part of a team with both internal and external groups.
- Superior verbal and written skills with a strong command of the English language.

3.5. Qualifications & Experience

- Qualification in journalism, marketing, communication, or similar and extensive experience, or lesser qualifications with a proven track record in a similar position
- Web CMS experience (particularly Drupal and WordPress) highly regarded
- Microsoft SharePoint and 365 experience highly regarded
- Current C Class driver's licence
- National (or Federal) Police Certificate (no more than 6 months old)