

CITY OF WANNEROO POSITION DESCRIPTION – TEAM MEMBER

POSITION TITLE: Communications Officer	DIRECTORATE: Office of CEO	DATE: March 2024
REPORTS TO: Media & Communications Specialist	SERVICE UNIT: Communications and Brand	LEVEL: Level 6
POSITION NUMBER: 3435	SUB UNIT: Media and Communications Services	ROLE FOCUS: Service
ROLE BALANCE: (People/Scheduling/Technical) 10/10/80	JOB FAMILY:	ANZSCO CODE:

ORGANISATIONAL CONTEXT

The City of Wanneroo (the City) is an expanding and thriving Local Government on the northern fringe of the Perth Metropolitan area, located approximately 12km from the CBD at its nearest point and 62km at its furthest point. Our community, council and City administration are working actively towards our vision of building a future together by collaborating with all stakeholders.

DIRECTORATE CONTEXT

The **Office of CEO Directorate** has a very strong interface with the community, providing community infrastructure, programs and services as well as advocating for funding and services by other agencies. We provide support for a diverse range of community priorities and encourage the growth of self-sufficient community organisations to assist with addressing these priorities.

POSITION CONTEXT

Under regular supervision of the Media and Communications Specialist, this position is accountable for the provision of quality outcomes in accordance with customer needs as outlined in the Service Plan and Performance and Development Review Conversation, by applying skills, knowledge, experience and judgement, involving the performance of non-repetitive activities governed by established policies, procedures, methods and guidelines to meet current and anticipated changing organisational needs.

The role communicates with a range of customers and stakeholders including City leaders and employees; consultants and contractors; government departments and agencies; other local governments; the business community; vendors and suppliers; and members of the public.

The role is responsible for the development of contemporary communications under the broad guidance of the Senior Communications Officers and Media and Digital Communications Advisor and works closely with the broader Communications and Brand business unit to achieve the City’s corporate objectives, brand awareness and positive reputation.

The role operates in a supportive and dynamic environment where the team works together to deliver on competing priorities and deadlines, and multiple projects within agreed timeframes to high standards.

A challenging aspect of the role is managing changing priorities and competing deadlines where the team works together to deliver on multiple projects within agreed timeframes to high standards.

The City values an agile workforce where people are engaged to deliver excellent customer outcomes and have the aptitude to adapt to changes in the internal and external environment. As such, all roles may be required to work in any Service Unit across the City and perform activities outside of those described in this position description, aligned to the incumbent's skills, qualifications and training. A positive, proactive approach to change is required.

FUNCTIONAL ACCOUNTABILITY

Provides communications and customer-focused services, including the development of digital and print communications that positively promotes the City and engages the community.

Encompasses an individual person delivering outputs to meet their own individual performance outcomes aligned to business objectives and set out in their annual performance review.

KEY ACCOUNTABILITIES

KEY RESULTS AREAS	OUTCOMES
Collaboration & Teamwork	<ul style="list-style-type: none">• Contributes to a cohesive team environment by sharing information, supporting and assisting colleagues in a proactive manner to meet goals and deadlines.• Thinks critically and actively collaborates with colleagues and Leaders.• Contributes to the development of business improvement initiatives.
Customers & Stakeholders	<ul style="list-style-type: none">• Acts as a point of contact for customers and stakeholders and responds to enquiries ensuring that these are addressed, resolved and/or re-directed for resolution.• Liaises with customers and stakeholders to deliver service excellence, ensuring that information is accurate, consistent, clearly communicated and issues are resolved in a timely manner.
Efficient & Effective Delivery	<ul style="list-style-type: none">• Prepares communication content and materials including speeches, newsletters, social media content, media statements and responses, digital campaigns and publications, suitable for a range of channels and audiences in line with the City's communication and brand strategies, ensuring that all materials are accurate, produced on time and to a high quality standard.• Identifies and promotes ways to highlight the benefits of City programs and services and encourage positive, measurable engagement in the City.• Prepares reports on communication activities tailored to the needs of the audience.• Provides in-house photography and videography to support internal and external communications.• Works with the City's Digital Content Creator and other members of the CAB team to create digital content for a variety of media channels and materials, including publications and social media platforms and website. Assets must align to identified audience groups and be in line with the City's communications and brand strategies, ensuring that all materials are accurate, produced on time and to a high standard.• Processes and practices are continually reviewed, ensuring delivery of quality outcomes and results for customers.• Proposes innovation and business improvement initiatives within area of accountability activity.
Systems & Processes	<ul style="list-style-type: none">• Maintains relevant registers, databases and systems, ensuring that information is accurate, stored correctly and accessible as required and meets legislative requirements.• Follows the City's administrative systems and processes, ensuring that information is accurate, stored correctly and accessible as required.

- Contributes to the development of processes and procedures that support the work of the Service Unit.

Resources,
Governance,
Compliance & Risk

- Ensures knowledge of and complies with safety, legislative, regulatory, financial and administrative frameworks.
- Represents the City in an honest, ethical and professional way, ensuring adherence to the City's Code of Conduct.
- Demonstrates high and proactive concern for health, safety, environment, community and the City's reputation.

CAPABILITIES REQUIRED

Qualifications, Requirements and Experience:

- Tertiary qualification in relevant discipline such as Communications, Public Relations, or relevant experience.
- Relevant experience in a similar role including the development and delivery of communication initiatives, projects and/or campaigns.
- Experience developing and delivering communications using a range of communications channels for different audiences and audience consumption patterns.
- Intermediate experience in the efficient utilisation of information systems and technology.
- C class Drivers Licence.

Skills and Knowledge:

- Intermediate computing, numeracy and literacy skills.
- Intermediate organisational skills with the ability to prioritise competing tasks.
- Intermediate customer service skills.
- Advanced communication and problem-solving skills.
- Knowledge of the use of digital cameras, video and recording equipment.
- Intermediate research and analysis skills.
- Knowledge of the practical application of occupational health and safety measures in the workplace including hazard identification in an office environment.

Key Stakeholder Relationships:

- Support the Manager Communications and Brand and Media and Communications Specialist to perform the functions of their roles, raise the profile of the service unit and foster a positive team culture and reputation.
- Communicate, engage and provide support / advice to relevant stakeholders and customers.

Role Authorities:

- *Local Government Act regulations* and *Act* delegations, specific to the role.
- Required to exercise responsibility and use of initiative and judgment in problem solving and support at a Team Member level.

VERIFICATION

The content of this Position Description is an accurate statement. Position Descriptions will generally be reviewed and updated where necessary and / or within a period of 12 months.

Leader Name

Courtney Notte

Signature



Date

19 March 2021

Next Up Leader Name

Natasha Mutch

Signature



Date

19 March 2021