

CITY OF GREATER GEELONG

POSITION DESCRIPTION

GREATER GEELONG: BUILDING OUR COMMUNITY THROUGH ENTERPRISE, OPPORTUNITY AND INNOVATION IN A QUALITY ENVIRONMENT

POSITION TITLE:	Communications and Media Officer (Social Media and PR)
POSITION NUMBER:	2422
DIVISION:	Office of the CEO
DEPARTMENT:	Corporate Communications and Marketing
CLASSIFICATION:	Band 6
REPORTS TO:	Communications and Media Team Leader
DIRECTLY MANAGES:	N/A
INTERNAL LIAISONS:	Manager Corporate Communications and Marketing; Communications and Media Team Leader; other corporate communications and marketing team members; the CEO and Senior Leadership Team; City Coordinators and Team Leaders; and potentially all other City staff.
EXTERNAL LIAISONS:	Local and metro media; officers from other councils and State and Federal Government departments; private business; not-for-profit organisations; and the general community.
DATE:	December 2016

POSITION OBJECTIVES:

This role includes a range of operational communications responsibilities and activities, focusing on generating positive City news stories for internal and external media distribution channels.

This typically involves the preparation of daily communication and media products such as speeches, media releases, online and print-based copy, digital photos and video, and some event management. The role also involves preparing approved responses to daily media inquiries.

The role includes the management of the City's official social media channels, and the provision of social media support to the Senior Leadership Team, and other City staff. For this reason, the role requires current knowledge of the latest digital media tools, trends and online strategies.

POSITION RESPONSIBILITIES:

Key Responsibilities:

1. Develop and implement engaging social media strategies and public relations campaigns that creatively support the City's Communications Strategy (focusing on our Administrators, Senior leadership Team and City Plan).

2. Actively seek out public relations opportunities for the City and its leaders to generate positive publicity in local, state wide and national media outlets.
3. Manage the City's primary corporate social media accounts – including creating, publishing and monitoring content on Facebook, Twitter, Instagram, YouTube, Periscope and Linked In; also oversee all other City-run social media channels and provide in-house training when requested.
4. Monitor social media; develop regular social media reports on analytics and adjust strategies accordingly; monitor relevant issues and developments on external organisations social media channels.
5. As requested, research, liaise and work with internal and external stakeholders to develop clear and concise speeches for the City's leaders, and undertake any necessary event management and media engagement roles.
6. Coordinate media requests for interviews with the CEO and City spokespeople – including researching issues, developing briefing notes, liaising with journalists, managing schedules and attending media calls as the primary City–media liaison.
7. Adhere to all Council's policies and procedures relevant to this position.
8. Carry out other duties as deemed reasonable and appropriate to the role as directed from time to time.

Values:

Our values represent who we are and who we aspire to be. They are the tools to create the workplace culture we want. We are all accountable for this.

- Respect and encourage each other
- Create a healthy and safe environment for all
- Embrace new ideas and better ways to work
- Make people the centre of our business

Risk Management and Occupational Health & Safety Responsibilities:

- Understand and comply with Council OHS policies, procedures and legislative requirements relevant to the position.
- Perform work in a safe and appropriate manner.
- Ensure behaviour does not discriminate, bully or harass others.
- Take responsibility for own safety and that of others.
- Proactively report any incidents, injuries, hazards or unsafe work practices.

The following general physical and functional requirements may apply to this position. Specific physical requirements will be attached if applicable.

- Manual handling tasks.
- Prolonged periods of inactivity eg. sitting at the computer.
- Regular keyboarding associated activities.
- Long / short distance travel between sites.
- Dealing with difficult clients and situations.
- Demanding deadlines.

KEY SELECTION CRITERIA:

1. Tertiary qualification in journalism, communications, public relations, event management, policy research or a related field.

2. Highly developed written and verbal communication skills relevant to local government audiences (i.e. the ability to prepare clearly written publications including media releases, speeches, media briefs, comments / opinions, positive stories and any other relevant material).
3. Demonstrated understanding and proficient use of innovative social media, applicable for local government and its followers.
4. Demonstrated experience in undertaking research in areas relevant to local government.
5. High level skills in digital communications, including social media, digital photography and video, and web content authoring and management.

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

- Officer will act with some autonomy; will exercise discretion; and make day-to-day decisions necessary to deliver effective services to the City's senior leaders.
- Requires the gathering and assessment of quality information from internal and external sources.
- Accountable for the timely delivery of high quality media products, such as speeches and other material reliant on content research.
- Accountable for complying with any relevant legislation, regulations, City management systems and codes of practice – including copyright, privacy and defamation.
- Required to alert the Communications and Media Team Leader of any potential media issues.
- Accountable for creating and capturing accurate and complete records of the business activities related to this position, in accordance with approved policy and procedures. This is applicable to both hardcopy and electronic information, including email.

JUDGEMENT AND DECISION MAKING:

- Make prompt and appropriate decisions, in line with delegated authority and without the need for direct supervision.
- Exercise judgment when dealing with complex issues, and the ability to utilise effective problem solving skills.
- Make decisions related to the position based on a high knowledge and understanding of the City's broader goals and objectives.

SPECIALIST SKILLS AND KNOWLEDGE:

- Excellent writing skills and demonstrated capacity to research and prepare clear written material across a range of media on complex and sensitive political matters.
- Extensive experience and proven achievements in communications, journalism, speech writing or a related profession.
- Demonstrated knowledge, skills and application of research projects.
- Demonstrated knowledge and understanding of digital and online communications, including social media and its application to the City's communication objectives.
- Ability to meet deadlines and manage multiple projects simultaneously.
- Ability to build strong working relationships with senior staff.
- Commitment to the provision of efficient, quality customer service.

MANAGEMENT SKILLS:

- Ability to manage time effectively, plan and organise own work, and set priorities to meet deadlines.
- Ability to coordinate City-related activities involving external organisations, such as government departments, private consultants and MPs.

- Ability to provide high level support to the Communications and Media Team Leader, and other staff within the unit.
- Demonstrated understanding of management practices and personnel practices related to the City's CitySafe OH&S system.

INTERPERSONAL SKILLS:

- Proven and highly developed interpersonal skills in order to positively interact with media-related clients, councillors, senior management and staff across all levels of the organisation.
- Ability to use high level persuasion / influencing skills for internal and external initiatives to achieve specific objectives as listed in the selection criteria.
- Demonstrated and proven ability to problem solve, and to use persuasion and conflict management skills.
- Demonstrated ability to employ excellent written and oral communications skills across a variety of media.
- Ability to identify customer needs and expectations, determine appropriate action and respond accordingly while presenting the City in a positive image at all times.
- Demonstrated relationship management capability.

QUALIFICATIONS AND EXPERIENCE:

- Relevant tertiary qualifications and/or specialist training, suitable to the position.
- Demonstrated ability in liaising with internal and external stakeholders.
- Relevant public relations, communications and research experience.
- Demonstrated ability relevant to media relations, public relations and communications.
- Demonstrated political nous.
- Demonstrated ability in the use of popular social media and digital communications applications.
- A current driver's licence.

ADDITIONAL INFORMATION:

- The role will require some out of hours work – including weekends – to cover major events, council meetings, etc. Appropriate overtime or time in lieu will apply.

HOW TO APPLY

Applications close: 5:00pm Friday 24 March 2017

Contact Person: Dr Geoff Russell, Manager Corporate Communications and Marketing Services, 5272 4131

Submit your online application at <https://www.geelongaustralia.com.au/employment>

If you are unable to submit an online application please send your application to:

Recruitment Administration Officer
Organisation Development
City of Greater Geelong
PO Box 104
GEELONG VIC 3220

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