<table>
<thead>
<tr>
<th>Role Title</th>
<th>Communications and Marketing Officer</th>
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<td>Role Description</td>
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<td>Communication &amp; Strategic Development</td>
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<tr>
<td>Incumbent</td>
<td>Vacant</td>
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<tr>
<td>Manager</td>
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<td>General Manager</td>
<td>Ian Nelson</td>
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Development Date
General Manager’s Office Group Objectives:
To provide leadership, advice and support to Council and the Mayor; provide policy advice to Council on strategic, economic, social, environmental and governance matters and implement the policy and programme strategies of the Council.

Essential Duties and Responsibilities

Support the implementation of Council’s Marketing Strategies by:

◼ maintaining Council’s Internet and Intranet sites, including the ongoing development of the sites and communication with content providers;
◼ assisting with development and administration of Council’s social media platforms;
◼ coordination of the delivery of photography services for Council’s publications and public events, and maintaining a database of photographs; and
◼ maintaining stocks of promotional materials.

Provide direct support to the Communications and Marketing team by assisting:

◼ in the coordination of press coverage for events and activities, including the preparation of media releases and articles;
◼ in mapping strategies for communications under Council’s Community Participation Policy;
◼ to undertake specific initiatives identified in the Marketing Strategy including:
  □ preparation of feature articles and advertisements;
  □ maintaining currency of promotional posters and banners;
  □ assisting in the preparation of award submissions; and
◼ in the drafting and compiling of publications.

Provide support services for the Mayor’s Office by:

◼ providing support for civic receptions, functions and events, including:
  □ assisting in preparation of speech notes;
  □ logistical support; and
  □ catering;
◼ assisting with the co-ordination and operation of the Clarence City Band; and
◼ assisting with activities relating to Council’s Sister City, Akkeshi.

Provide general administrative support by:

◼ preparing word processing documentation and spreadsheets;
◼ assisting in the preparation of grants submissions;
◼ preparing correspondence and reports as required; and
◼ preparing agendas and notes from meetings, as required.
Ensure compliance with all reasonable policies and procedures, including:

Council’s Procurement Policy and Code for Tenders and Contracts; and Council’s Fraud Policy, providing guidance and instruction to all staff relating to responsibilities and fraud reporting requirements.

Ensure compliance with workplace health and safety requirements by:

- taking reasonable care of own workplace health and safety;
- taking reasonable care that own acts or omissions do not adversely affect the health and safety of others;
- complying with all reasonable instructions;
- co-operating with all reasonable policies and procedures, including:
  - complying with current workplace safety practices and procedures;
  - assisting with the implementation of safe work procedures;
  - ensuring required WHS checklists and administrative requirements are completed in a timely manner;
  - considering and taking of appropriate action on risk hazards; and
  - ensuring all workplace incidents and near misses are reported immediately.

The essential duties and responsibilities of the role are outlined above, however a worker may be directed to carry out such duties and tasks as are within the limits of the worker’s skill, competence and training.

Compliance Obligations

All Workers must:

- comply with all reasonable and lawful directions;
- take reasonable care that your acts or omissions do not adversely affect the health and safety of yourself or others in the workplace; and
- comply with policies and procedures as amended from time to time (policies and procedures are not incorporated into the contract of employment), including but not limited to Council’s:
  - Customer Service Framework and Charter;
  - Procurement Policy and Code for Tenders and Contracts;
  - Fraud Policy;
  - Workplace Behaviour and Code of Conduct Policies; and
  - Work Health and Safety Policy and Procedures;
- perform all duties to the best of their ability at all times.

Authority and Delegations

The officer is to perform all duties in an authorised manner and within the scope of responsibility necessary to carry out those duties, as specified by this position description and
in accordance with any applicable appointment, authorisation or delegation provided by the General Manager.

Organisational Relationship

The Communication and Marketing Officer is a member of the General Manager’s Office Group and is responsible to the Communication and Marketing Coordinator.

Salary

The salary range for this position is Pay Point 15 to Pay Point 18.
Selection Criteria

Essential

◼ Understanding of issues related to marketing, promotion and media liaison, including drafting of media communications.
◼ Developed written communication and interpersonal skills and the ability to communicate with a range of people.
◼ Strong time management and organisational skills.
◼ Highly developed skills in word processing, desk top publishing, spreadsheet and database applications.
◼ Skills in development and maintenance of websites and social media platforms.
◼ Experience with document editing and an eye for details.
◼ An ability to work effectively in a team environment and contribute toward team outcomes.
◼ Availability to undertake work outside normal business hours (including weekends).

Desirable

◼ Photography experience.
◼ Experience and/or relevant qualifications in communications, journalism, public relations or related fields.

It is an inherent requirement of the role that the employee holds and maintains a valid driver’s licence. If for any reason your licence is cancelled, your continued employment will be subject to review on the basis of your capacity to fulfil the inherent requirements of your position.

Screening Checks

Appointment will be conditional upon a satisfactory:

◼ National Police Check
  YES ☐ / NO ☒

◼ Working with Vulnerable People Check
  YES ☐ / NO ☒

◼ Medical Check
  YES ☒ / NO ☐
  □ Sitting posture for prolonged periods.
  □ Operating computers.
  □ Lifting and carrying office equipment (about 15kgs).
  □ Driving (passenger vehicles).