



Position Description

Media and Communications Officer

Applications close:
5:00pm Tuesday 28 February 2025

<p style="text-align: center;">Position Title Media and Communications Officer</p>
<p style="text-align: center;">Position Number CS10257</p>
<p style="text-align: center;">Department Corporate Services</p>
<p style="text-align: center;">Classification Level 4, Queensland Local Government Industry (Stream A) Award 2017 and Winton Shire Council Enterprise Bargain Agreement 2019 as varied \$84,141.20.</p>
<p style="text-align: center;">Terms of Employment Full time</p>

Supporting documents

- Employee Code of Conduct
- Workplace Health & Safety Responsibilities
- Winton Shire Council Drug and Alcohol Policy

Organisational environment

Winton Shire Council's Mission Statement is:

"Through meaningful engagement, implement a range of strategies that cater to people from all walks of life, our community needs and aim to enrich our lifestyle and preserve our heritage".

Winton Shire Council's Vision is:

"To grow our community and explore exciting, new and innovative opportunities which will retain existing and attract new people with whom we can share our unique lifestyle and rich heritage".

Winton Shire Council's Corporate Values are:

Accountability:

The ethical concept associated with responsibility, enforcement, blameworthiness, transparent process, liability, and other terms associated with being answerable for the trust that is bestowed by those whom we serve.

Effectiveness:

The idea of carrying out a program or process that is entirely adequate to accomplish the purpose that has been identified as a goal or aspiration.

Efficiency:

The concept that in the process of pursuing or effecting any program, procedures, or task where all wastage is minimised.

Sustainability:

Is the capacity to maintain a certain process or state indefinitely? When applied in an economic context, a business is sustainable if it has accepted its practices for the use of renewable resources and is accountable for the environmental impact of its activities.

Meaningful Community Engagement:

Encompasses the principle of seeking the views and opinions of the Community. This is to be through an effective committee system and public consultation process as part of Council's decision making methodology.

Good Governance:

This describes the process of decision-making and the process by which decisions are implemented (or not implemented), hereby, public institutions conduct public affairs, manage public resources, and guarantee the realisation of human rights. Good governance accomplishes this in a manner essentially free of abuse and corruption and with due regard for the rule of law.

Ethical and Legal Behaviour:

Ethical behaviour is characterised by honesty, fairness, and equity in all interpersonal relationships. Ethical behaviour respects the dignity, diversity and rights of individuals and groups of people. When coupled with legal behaviours there is an expectation that there will be a penalty for conduct that breaches any law statute or regulation.

Organisational relationships

Reports to:

Corporate Services Manager

Supervision of:

Not Applicable

Internal Liaisons

Economic Development & Tourism Team, The CEO, The Mayor and liaison with Management, Council Staff and Council Departments as required

External liaisons

Government agencies, tourism and industry organizations, business operators, media, community groups, other neighbouring Councils, and consultants. Members of the community, residents, and ratepayers.

Position objectives

The purpose and function of this position is to:

- Work with the Manager of Corporate Services, the CEO and the Mayor to develop and implement a comprehensive Experience Winton marketing strategy, ensuring that all Council communications and branding reinforce key organisational objectives.
- Promote and improve Winton Shire Council's public image, publicise activities and enhance community understanding of Council's services through effective communications and public relations materials and methods.
- Promotion of events and assisting the team with internal and external communication projects and campaigns to facilitate positive promotion of Winton's tourist activities, events, projects, and branding.
- Edit, Publish and Manage the Winton Council Newsletter monthly, online and in print form.
- Management of Winton Shire Council and Experience Winton's websites, social media platforms and general promotion activities.
- Assist with the research and production of publications and marketing collateral.
- Research, write and edit all media releases, (including radio information sessions), briefs, presentations and speeches in collaboration with the Mayor and CEO.

Organisational commitment

Corporate

All Local Government employees are required to comply with relevant Acts and regulations, Council's policies and procedures as amended from time to time.

Confidentiality and improper use of information

All Council documents and information are treated with complete confidentiality. Information gained during employment with Local Government must not be used to gain advantage, or to cause detriment to the Local Government.

Continuous quality improvement

All employees are encouraged to embrace the concept of Continuous Quality Improvement (CQI) within the workplace. This will encourage creativity and innovation and identify and implement improved ways of doing things through this structured process.

Workplace Health and Safety

All employees have a duty under the *Workplace Health and Safety Act 2011* Section 28. Workers and any other person includes Council employees as well as contractors, sub-contractors, labour hire workers, trainees, apprentices, work experience students,

volunteers and visitors. Workers and any “Other Person” who enters Council workplace must apply the WHS Duty of reasonable care.

Reasonable care

This includes:

- Taking reasonable care for his or her own health and safety
- Taking reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons
- Complying, so far as the worker is reasonably able, with any reasonable instruction that is given by an authorised officer of Council to allow the person to comply with a WHS requirement
- Cooperating with any reasonable policy or procedure of Council relating to health or safety at the workplace

Worker Responsibilities include:

1. Attending and participating in pre-start meetings as required, to identify any potential WHS issues and implementing control options to eliminate or minimise any risks before commencing work.
2. Inspecting plant and equipment before using it to ensure that it is safe for use.
3. Reporting any defective or damaged plant, tools and equipment to the Supervisor as required.
4. Taking personal responsibility for the safety of themselves and others that may be affected by work conducted by themselves as a worker of Council.
5. Complying with any Policies or Procedures and complying with any work directions and/or instructions that are provided.
6. Monitoring and assessing WHS hazards and risks while conducting any work, and reporting any issues to the relevant supervisor as required.
7. Consulting with the supervisor and WHS Safety Representative for their designated work group on any safety issues as required.
8. Monitoring the safety conduct of co-workers including Contractors and reporting any concerns immediately to the contractor or the Supervisor.
9. Stopping work and notifying the Supervisor if there is imminent risk of injury

Qualifications/Experience

Ideally the successful application will have the following experience and skills for this position:

1. Relevant formal qualifications in marketing, communications, tourism, event management or significant demonstrated experience in a professional public relations media and marketing role.
2. Experience in project co-ordination, achieving targets with defined timeframe and within budget.
3. Proven experience in developing and maintaining effective working relationships between internal stakeholders, small business and industry, other levels of government and the community.
4. Experience and the ability to manage multiple tasks effectively with a high degree of flexibility and confidentiality within a changing workplace environment.

Additional requirements and working conditions

The following requirements and working conditions will be necessary in this role:

- Hold a current working with children Blue Card.
- Have a Police clearance or be willing to undertake one.
- The Council Employee Code of Conduct applies to this position.
- Out of hours work during events (i.e., community festivals, ceremonies, and other public celebrations) and travel to trade and tourism activities will be required.
- Travel within the Shire may be required of this position (Council will supply a vehicle for business use only).

Statement of key responsibilities and duties

The following key responsibilities may be modified from time to time to ensure the expected outcomes are coordinated with Council's operational and corporate plans. The key responsibilities of the position are:

1. Develop and implement a media/marketing strategy, tourism, events activities and initiatives to support the organisations strategic goals and key projects.
2. Implement social media and digital strategies to inform the community about Council's projects, events, and initiatives, promote and improve Council's reputation and enhance community understanding of Council's role, services, and achievements.
3. Develop and maintain relationship with key regional and state media outlets and journalists to promote all tourism and industry activity in the Winton Shire.
4. Produce media releases, marketing, promotional collateral and other publications for Council activities and events.
5. Promote Winton's visitor experiences and undertake public relations through direct contact with the tourism, travel, and retail industry both locally and externally.
6. Develop high quality written collateral with compelling content and detail relevant to media press releases, website and social media platforms and the Council Newsletters.
7. Actively seek new tourism and community events and conference opportunities.
8. Demonstrated ability to work collaboratively with council staff and other tourism personnel to achieve agreed goals.
9. Strong organisational and time management skills and be able to work on projects autonomously.
10. Excellent communication skills, both written and verbal, with demonstrated ability to exercise initiative, judgement, confidentiality, tact, and discretion whilst dealing with a broad cross-section of people.
11. Demonstrated knowledge and understanding of communications in areas such as corporate communications, marketing, advertising, promotions, media, printing, and graphic design.

12. High level computer skills including formatting, preparation and graphic design of documents and content using Microsoft Word, Excel and Publisher
13. Hold and maintain a “C” Class Driver’s Licence with the ability to drive in rural and remote locations.
14. Any other duties as directed by the CEO or Corporate Services Manager, relevant to the position.

Key selection criteria

The applicant’s suitability for this role will be assessed against the following competencies:

- SC1.** Relevant qualifications or significant experience in marketing, communications, tourism, event management or an appropriate field relevant.
- SC2.** Demonstrated skills and experience developing and implementing successful media, marketing and communication strategies.
- SC3.** Experience in events promotion, including budgeting, creating concepts, managing promotions, meeting deadlines, and liaising with stakeholders.
- SC4.** Demonstrated ability to update, maintain and increase public awareness of the “Experience Winton” or similar products through websites and social media.
- SC5.** Demonstrated well developed communication skills, both written and oral with the ability to exercise initiative, judgement, confidentiality, tact, and discretion whilst dealing with a broad cross-section of people.
- SC6.** Well-developed computer skills including formatting and preparation of documents using Microsoft Word, Excel, and Publisher.
- SC7.** Ability to work as part of a team and contribute positively towards development and maintenance of a team environment displaying personal attributes that support commitment, passion, energy, drive, initiative, resilience, and respect.

Other relevant information

- This position will be subject to a minimum probationary period of three (3) months. The applicant’s employment will undergo a review at the end of the probationary period and a recommendation will be made to the Chief Executive Officer regarding permanent employment in the position.
- The selected applicant may be required to provide Winton Shire Council with a recent photograph of the person, at the time of the person’s induction, for the purpose of creating a Winton Shire Council Employee Identity Card. Under (s138A) of the Queensland Local Government Act 2009 the employee has a legal obligation to hand any such identity card/s back to the employer within twenty-one days of termination of employment, unless the employee has a reasonable excuse.

In the event of organisational change or restructure, Council may require employees to undertake other roles for which they are qualified and capable of performing.

Authorisation

(This section to be completed with the successful applicant upon completion of the recruitment process)

By signing this authorisation, the successful applicant acknowledges that they have read this Position Description and understand the responsibilities associated with the position.

I,

accept the position of Media and Communications Officer with the Winton Shire Council and the details as outlined in the Position Description.

I have been given an opportunity to ask questions about the contents and I understand the terms and conditions outlined in this document.

Signature:

Date

Recruitment process

Candidates should lodge their applications in accordance with the directions outlined in “How to Apply for the Position” below.

How to apply for the position

We invite you to lodge a formal application which MUST include a:

- **Resume,**
- **Cover letter, and**
- **Response to the Selection Criteria**

Completed applications are to be forwarded to: jobs@winton.qld.gov.au

Shortlisting and interviews

The Shortlisting of all applicants will be undertaken by a Selection Panel within five (5) working days after receipt of a completed suitable application. Interviews may be conducted face to face, or via video-conferencing or tele-conferencing, depending on the location of candidates and the technology available at the time.

Further information

For further information in relation to this position please contact Winton Shire Council, on 07 4657 2666