

POSITION DESCRIPTION

MEDIA & COMMUNICATIONS BUSINESS PARTNER

Award Classification	Victorian Local Authorities Award 2001 – Band 6
Directorate	People & Governance
Reports to	Executive Manager – Communications, Advocacy and Customer Service
Supervises	Nil
Approved By	Executive Manager – Communications, Advocacy and Customer Service

OUR GUIDING PRINCIPLES

Strathbogie Shire Council recognises that great organisations are built on shared and demonstrated values. All Council employees are expected to demonstrate commitment and act in accordance with the following guiding principles:

- **Progressive & Responsive** – We are leaders in local government innovation and are responsive to the community.
- **Fair & Consistent** – We are fair and consistent in our thinking, actions and decisions.
- **Open & Honest** – Leaders are open and accessible. Staff are confident to speak their mind. We value honesty.
- **Selfless & Inclusive** – We take a “Shire First” approach and value the participation and opinion of all.

POSITION OBJECTIVES

- Communicate organisational messages and initiatives as set out and approved by the Executive Manager Communications, Advocacy and Customer Service.
- To roll out effective and positive communications, and proactive and reactive media campaigns for Council’s major projects, events, services, initiatives and decisions.
- To support engagement programs that ensure community input into our decision-making process.
- Partner with leaders and key stakeholders across the organisation to understand business objectives and priorities, and lead the planning, execution and measurement of impactful, consistent, and engaging communications and media strategies reaching both internal and external audiences.
- To ensure Council’s initiatives, activities, events and programs are proactively communicated to the community and stakeholders in a positive light. This will involve building and maintaining positive media relations, stakeholder relations and responding to enquiries and activities.

KEY RESPONSIBILITIES AND DUTIES

- Partner with the business to design and deliver proactive and responsive communications and media strategies to communicate effectively with the department’s stakeholders about its programs, policies and initiatives.
- Work closely with senior leaders to gather insights, stories and feedback that help shape engaging and impactful content.
- Develop and support engagement plans that ensure broad community engagement is achieved.
- Support the development and delivery of deliberate engagement processes for Council Plan, Budget and Asset Plan and other key strategic plans.
- Prepare and distribute quality and creative media releases and marketing materials to preserve and build the organisation’s brand and reputation.
- Organise interviews with key Council spokespeople and arrange key messages to ensure spokespeople are well informed.
- Update Council’s website and social media channels as required.
- Arrange advertising and marketing as required.
- Write key publications for Council where required.
- Film and create social media content.

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- Ensure the effective delivery of all communications and engagement campaigns via cooperation with Council staff and business areas to reinforce a consistent and recognisable brand.
 - Assist the Executive Manager Communications, Advocacy and Customer Service in identifying and managing any adverse publicity or threats to reputation as appropriate in consultation with the Executive Manager Communications, Advocacy and Customer Service.
 - Attend Council meetings/functions and other events in the capacity as a communications adviser and prepare media releases and marketing initiatives based on these events (including taking photographs for media).
 - Assist the Advocacy team with correspondence.
 - Other duties that are aligned with the incumbent's skills, competency and training as required.
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OCCUPATIONAL HEALTH AND SAFETY

- The incumbent must demonstrate a strong commitment to workplace health and safety and effective organisational and public risk management and must take all reasonable care in the performance of their duties to prevent injury to themselves and others.
 - The position is responsible for complying with the Council's Occupational Health and Safety management program and relevant legislation by working in a safe and responsible manner taking into consideration other staff members. Responsibility includes correct use of equipment and the identification and reporting of workplace incidents and hazards.
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RISK MANAGEMENT

- Ensure that activities, functions and responsibilities are carried out in accordance with statutory obligations and legal procedures, with minimal exposure to risk and litigation.
 - Ensure Council's Risk Management Policy and Procedures are observed and complied with at a personal level.
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ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Accountable to the Executive Manager Communications, Advocacy and Customer Service for the quality, effectiveness and timeliness of work plans and programs.
 - The freedom to act is governed by clear objectives and/or budgets with a regular reporting mechanism to ensure adherence to goals and objectives. The effect of decisions and actions taken at this level is usually limited to the quality or cost of the programs and projects being managed.
 - The position is required to assist with the development of policies, procedures and strategies relevant to Communications that deliver industry best practice services.
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JUDGEMENT AND DECISION MAKING

- The nature of the work is usually specialised with methods, procedures and processes developed from theory to precedent. The work may involve improving and/or developing methods and techniques generally based on previous experience. Problem solving may involve the applications of these techniques to new situations.
 - Guidance and advice are usually available.
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SPECIALIST KNOWLEDGE AND SKILLS

- Experience in a communications role or background as a journalist.
 - An excellent understanding of the media.
 - Ability to create content for social media including video.
 - Ability to follow style.
 - A high level of attention to detail and the ability to proof-read copy.
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MANAGEMENT SKILLS

- 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 and within a set timetable.
- Understanding and an ability to implement basic personnel policies and practices including those related to equal opportunity, occupational health and safety and employees training and development.

INTERPERSONAL SKILLS

- Excellent communication, presentation/delivery and customer relations skills.
- Ability to convey and enhance understanding of complex information.
- Ability to relate professionally and enthusiastically to a diverse range of people.
- Use initiative and act professionally, with integrity, discretion and confidentially.
- Ability to write reports and to prepare external correspondence.
- Ability to gain cooperation and assistance from clients, members of the public and other employees in the administration of defined activities.
- Ability to liaise with their counterparts in other organisations to discuss specialist matters and with other employees in other functions in their own organisation to resolve intra-organisational problems.

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualifications in Communications, Public Relations or Journalism and/or relevant industry experience.

KEY SELECTION CRITERIA

Essential

- Tertiary qualifications, or relevant experience, in Communications, Public Relations or Journalism.
- Proven experience in delivering communications and engagement.
- Ability to design and deliver innovative communication campaigns across all channels
- Excellent communications skills with high level of interpersonal, and relationship building and a proven capacity to work effectively with a wide range of stakeholders. Demonstrated experience with Microsoft Word, Excel, Outlook and website content management systems.
- Skills in administering websites and social media tools to grow user interaction (in particular WordPress and Social Pinpoint).
- Strong professional writing and editing skills, including writing for multiple audiences, multiple cultures and across channel mix.
- Current Victorian Driver's Licence.

Desirable

- Demonstrated experience working within a Government department or similar organisations with political sensitivity.
- Experience with Photoshop or Adobe products and website development.
- Experience with video editing software.

TERMS AND CONDITIONS OF EMPLOYMENT

The Media and Communications Business Partner position is classified as a Band 6 within the Strathbogie Shire Council Enterprise Agreement 2023. The salary range for this position is within Band 6 plus superannuation in line with legislation and Income Protection per annum commensurate with qualifications and experience. Normal hours are between 8.45am and 5.30pm with a 45-minute lunch break, Monday to Friday. Membership of a superannuation fund is compulsory (default fund is Vision Super). Annual, sick and long service leave accruals will apply in accordance with the Victorian Local Authorities Award 2001 and the Strathbogie Shire Council Enterprise Agreement 2023.

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SIGNATURES

EMPLOYEE

Name:

Signed:

Date:
