



POSITION TITLE	Communications Officer
AWARD AND CLASSIFICATION	Wodonga City Council Enterprise Agreement 2021 to 2023 Band 5
DIRECTORATE	Community and Corporate
BUSINESS UNIT	Business Services
REPORTS TO	Team Leader Communications
SUPERVISES	Nil
EMPLOYMENT STATUS	Part time
DATE	
EMPLOYEE NAME	

### ORGANISATIONAL CONTEXT

Wodonga Council’s vision for the city is to be seen as a ‘progressive, well-planned city that is affordable, offers an abundance of opportunities and is led by strong, empathetic stewardship’. This vision will support us to realise our mission ‘to strengthen the community in all that we do’.

### POSITION OBJECTIVES

The Communications Officer will support the Team Leader Communications through the development of accurate and effective production of communication materials for internal and external audiences.

The position will assist with the creation and implementation of actions from the relevant strategies relating to communications activities.

### ACCOUNTABILITY AND EXTENT OF AUTHORITY, INCLUDING DUTIES

- This position is accountable for providing digital marketing and communications support to the Manager Business Services, Team Leader Communications, and the Communications, Marketing and Community Engagement teams
- The Communications Officer is directed in the position by clear objectives and guidelines and is subject to supervision and regular reporting mechanisms including:

*our values* TRUST - RESPECT - INTEGRITY - LEARNING  
*our mission* WE WILL STRENGTHEN THE COMMUNITY IN ALL THAT WE DO

- Researching and writing media releases and alerts and providing advice on suitable story angles as required
- Writing, editing and proof reading council publications and promotional materials, internal and external documents
- Comprehensive brand awareness to ensure consistency of message and style throughout the council's corporate material and assist in the preparation of digital communication and marketing content and information that enhance the council's external corporate image
- Researching and writing speeches for the Mayor, Councillors and Executive as required
- Writing, editing, publishing and producing content including text, images and video for council's online channels
- Organising and conducting interviews for council publications and other external documents
- Liaising with journalists, fielding media enquiries and attending/organising media opportunities as directed by the Manager Business Services and Team Leader Communications
- Monitoring and advising on content for the council's various communication channels
- General communication activities as directed by the Manager Business Services and Team Leader Communications
- Assist with the coordination of Communications and Marketing Support Officers as required

#### COUNCIL EMPLOYEE VALUES AND BEHAVIOURS

---

You are expected to demonstrate the values in your everyday work and your interactions with colleagues and the community.

Trust	<p>Talk straight – Say what you mean and mean what you say</p> <p>Create transparency – Do not withhold information unnecessarily or inappropriately</p> <p>Right wrongs</p> <p>Practice accountability – Take responsibility for results without excuses</p> <p>Extend trust – Show a willingness to trust others, even when it involves a measure of risk</p>
Respect	<p>Treat other people with courtesy, politeness and kindness, no matter what their position or opinion</p> <p>Listen first – Seek to understand others before trying to diagnose, influence or prescribe</p>
Integrity	<p>Tell the truth in an appropriate and helpful manner that does not compromise the organisation's objectives and values</p> <p>Keep confidences</p> <p>Do what you say you will do to the best of your ability</p> <p>Be open about mistakes</p> <p>Speak of those that are absent only in a positive way</p>
Learning	<p>Work together and learn from each other</p> <p>Continuously improve and innovate</p> <p>Be open to change</p> <p>There is a high degree of responsibility for results – delivery without excuses</p>

---

## CAPABILITIES AND BEHAVIOURS

---

Demonstrate competency in each of the seven capabilities of an Officer, according to the People and Performance Framework in Attachment 1, and practice the corresponding behaviours indicated for each capability

## JUDGEMENT AND DECISION-MAKING SKILLS

---

- Be organised and prioritise daily and weekly activities
- Determine appropriate action, perform tasks according to established practices and procedures and escalate issues appropriately

## SPECIALIST KNOWLEDGE AND SKILLS

---

- Demonstrated knowledge of online communication tools including social media, e-newsletters and websites
- Demonstrated ability to produce digital audio-visual material for digital platforms, including but not limited to filmed interviews with community members or stakeholders
- Demonstrated ability to write editorial material for corporate publications, newsletters, website, and general publications
- Demonstrated knowledge of the production of publications, including copy writing, layout, editing, proofing, design, printing and distribution
- Demonstrated ability to identify story opportunities and follow up on leads
- An ability to show initiative and self-management
- An understanding of the long-term goals of the Communications, Marketing and Community Engagement teams, and an appreciation of the wider organisational goals, with the capacity to consider and apply these appropriately to the task being undertaken
- An understanding of the importance of good record keeping and the ability to effectively use the council's document management system
- Experienced in the use of IT systems, including Adobe Creative Suite, Microsoft 365 and Meta Business Suite, and processes to foster business unit and workplace objectives

## MANAGEMENT SKILLS

---

- Good time management and the ability to prioritise tasks
- Meet deadlines, as discussed with the supervisor
- Receive and follow directions from a supervisor and seek workload management support when required
- Be honest and transparent in all dealings, and report suspected fraud or corruption
- Understand risk and consider it when performing work
- Take care of own safety and wellbeing and that of other staff, and follow OHS procedures
- Report hazards, risks and behaviours that may not comply with organisational or legislative requirements
- Maintain personal hygiene and meet dress standards set for the position, including to wear any uniform and use any personal protective equipment prescribed for the position and particular work duties

## INTERPERSONAL SKILLS

---

- Work cooperatively as part of a team
- Maintain confidentiality as required
- Document work according to established practices
- Communicate effectively with other employees and external stakeholders
- Gain cooperation and assistance from others (including other employees)

## INFORMATION TECHNOLOGY SKILLS

---

- Be computer literate and have the ability to quickly learn and adopt software programs used by the organisation relevant to the position

## CUSTOMER SERVICE SKILLS

---

Meet customer service expectations to:

- Be honest, ethical and professional
- Be helpful and courteous
- Listen with respect and understand the customer's issues
- Meet commitments made
- Keep the customer informed
- Ensure that the customer understands what is being said
- Apologise if a mistake is made and attempt to make it right
- Assist customers with physical, sensory or intellectual disabilities, to achieve equitable access to council services

## EMERGENCY MANAGEMENT DUTIES

---

- As and when required, assist in dealing with any emergency situation which affects the operation of the council and/or wellbeing of the community

## QUALIFICATIONS AND EXPERIENCE

---

- Successful completion of a tertiary qualification in journalism, public relations, digital communications or related discipline or a graduate from a similar discipline, or lesser formal qualifications with relevant work skills
- Experience in producing and maintaining written and digital content for a variety of audiences
- Experience in using Adobe Creative Suite

## LICENCES AND MANDATORY REQUIREMENTS

---

- Current Drivers Licence
- National Police Check (required to be supplied by the employee or prospective employee prior to commencement)

## EQUAL OPPORTUNITY EMPLOYER

---

Wodonga Council is an equal opportunity employer. We ensure fair, equitable and non-discriminatory consideration is given to all, regardless of age, sex, disability, marital status, pregnancy, sexual orientation, race, religious beliefs or other protected attribute. We recognise our proactive duty to ensure compliance with equal opportunity and to eliminate all forms of discrimination.

## INHERENT REQUIREMENTS OF THE JOB

---

For details of the inherent requirements of the job, please see Attachment 2.

## COGNITIVE JOB DEMANDS

---

The position is required to operate at the Officer level and will be required to demonstrate the personal competencies and behaviours detailed in the People and Performance Framework attached. The cognitive demands of the role include:

- Having difficult or uncomfortable conversations
- Meet performance expectations
- Working in a professional capacity within the work environment
- Being willing and able to adapt to change
- Demonstrating resilience under pressure, and in changing and challenging circumstances

## KEY SELECTION CRITERIA

---

1. Relevant qualifications in journalism, public relations, communications, digital communications, marketing or related discipline or lesser formal qualifications with relevant work skills
2. Demonstrated experience in using creativity and originality in your approach to working with a range of mediums and tools
3. Demonstrated verbal and written communication skills to liaise with team members, other staff and members of the public
4. Ability to work independently and manage time to achieve specific outcomes in the timeframe specified
5. Demonstrated experience in using Microsoft 365, online social media channels, Adobe Creative Suite and maintaining website content
6. Strong organisational skills

---

Staff member signature

# People and performance framework

<b>CUSTOMER SERVICE AND COMMUNICATION</b>  Understanding and valuing our customer needs to make sure we provide quality customer service.		<b>BUILD AND ENHANCE RELATIONSHIPS</b>  Collaborating and working with our people and community.		<b>PLAN, ORGANISE AND DELIVER</b>  Performing work to the best of our ability to deliver successful outcomes for our people and community.	
<b>FUTURE FOCUS</b>  Identifying ways we can do better and anticipating future opportunities.		<b>PEOPLE DEVELOPMENT</b>  Looking after the personal and professional growth of our people.		<b>MANAGE HEALTH AND WELLBEING</b>  Recognising the importance of staff health and wellbeing.	
		<b>SAFETY AND RISK MANAGEMENT</b>  Prioritising safe and ethical behaviour and decision-making in everything we do.			

Customer Service and Communication	
Demonstrates commitment to a high standard of service to customers and the community	<ul style="list-style-type: none"> <li>• Is helpful, shows respect, courtesy and fairness with staff and customers</li> <li>• Demonstrates empathy and a willingness to assist</li> <li>• Communicates information clearly</li> <li>• Listens and asks questions to understand customer needs and point of view</li> <li>• Proactively seeks solutions and keeps customers informed of progress</li> <li>• Operates within council procedures and policies</li> <li>• Writes in a way that is logical and easy to follow</li> </ul>

Build and Enhance Relationships	
Works co-operatively and effectively with others	<ul style="list-style-type: none"> <li>• Demonstrates clear, open and honest communication</li> <li>• Works constructively to resolve conflict</li> <li>• Shows enthusiasm to help others</li> <li>• Listens and respects the value of different views, ideas and ways of working</li> <li>• Builds and sustains positive relationships with staff and customers</li> <li>• Actively participates in team and other activities</li> <li>• Keeps others informed and seeks clarification when required</li> </ul>

Plan, Organise, Deliver	
Organises and prioritises own work to meet work commitments	<ul style="list-style-type: none"> <li>• Demonstrates effective use of time and resources to meet expectations and achieve outcomes</li> <li>• Understands what is required of the role and how this contributes to team priorities</li> <li>• Keeps appropriate people informed on progress of tasks and projects</li> <li>• Seeks information when required, demonstrates initiative</li> <li>• Undertakes to complete all tasks with a positive, can-do attitude</li> </ul>

Future Focus	
Looks for improvements and is adaptable to change	<ul style="list-style-type: none"> <li>• Understands council vision and purpose and how their role fits in</li> <li>• Is willing to adapt to changing processes, systems, technology and environments</li> <li>• Looks for improvements and better ways of doing things</li> <li>• Seeks support and clarification when required</li> </ul>

People Development	
Welcomes opportunities for learning and self-development	<ul style="list-style-type: none"> <li>• Displays council values</li> <li>• Reflects upon own performance</li> <li>• Seeks and acts upon feedback</li> <li>• Sets goals for personal and professional development</li> <li>• Finds ways to learn and improve in the completion of day-to-day tasks</li> <li>• Takes responsibility for own work and meeting job requirements</li> </ul>

Manage Health and Wellbeing	
Takes responsibility for self-care and managing work-life balance	<ul style="list-style-type: none"> <li>• Demonstrates effective time management and prioritising of tasks</li> <li>• Is aware of, controls and expresses their own emotions appropriately</li> <li>• Recognises when support is needed</li> <li>• Accepts responsibility for their own actions and outcomes</li> <li>• Is aware of the importance of self-care</li> </ul>

Safety and Risk Management	
Takes responsibility for personal actions and reports safety and compliance concerns	<ul style="list-style-type: none"> <li>• Remains vigilant in ensuring a safe working environment for self and others</li> <li>• Is aware of risk and takes action to prevent problems</li> <li>• Reports hazards, incidents (including near misses) and compliance concerns in a timely way</li> <li>• Understands the importance of honesty and transparency</li> <li>• Avoids and discloses conflicts of interest and guards against the misuse of council resources and assets</li> <li>• Complies with policies and procedures</li> </ul>

ATTACHMENT 2

FREQUENCY	% OF WORK DAY / TASK
Rare (R)	0-5%
Occasional (O)	6-33%
Frequent (F)	34-66%
Constant (C)	67-100%

INHERENT REQUIREMENTS OF THE JOB

Wodonga Council will provide reasonable adjustments to assist a person with a disability to perform these inherent requirements of the job.

TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Communications Officer	Development of accurate and effective production of communication materials for internal and external audiences, as well as assisting with the implementation of actions from the relevant strategies relating to communications activities.	<ul style="list-style-type: none"> <li>Capacity to sit (static) up to 2 hours</li> <li>Capacity to stand and walk intermittently throughout the day</li> <li>Capacity to reach between waist height and ground level on an occasional basis</li> <li>Filing at shoulder height 5 minutes</li> <li>Lifting 10kg floor to waist</li> <li>Carrying 10kg over 10 metres</li> <li>Squatting to low levels</li> <li>Kneeling on ground</li> <li>Hand grip and dexterity</li> <li>Liaison with internal staff of all levels</li> <li>Use of phones, cameras, computers &amp; IT system</li> <li>Time management skills</li> <li>Researching and writing media releases and alerts, as well as speeches for relevant internal staff</li> <li>Writing, editing proof reading and publishing for council publications and promotional materials, internal and external documents</li> <li>Ensuring consistency of message style throughout the council's corporate material and assist in the preparation of communication and marketing content and information that enhance the council's external corporate images</li> </ul>	Sitting				X
			Standing			X	
			Walking		X		
			Lifting 10kgs			X	
			Carrying			X	
			Pushing		X		
			Pulling		X		
			Climbing		X		
			Bending			X	
			Twisting			X	
			Squatting		X		
			Kneeling		X		
			Reaching			X	
			Fine motor				X
			Neck postures				X
			Accepting instructions				X
			Providing instructions				X
			Sustained concentration				X
			Major decision making				X
			Complex problem solving				X
			Supervision of others				X
			Interaction with others				X
			Exposure to confrontation			X	
Respond to change				X			
Prioritisation				X			