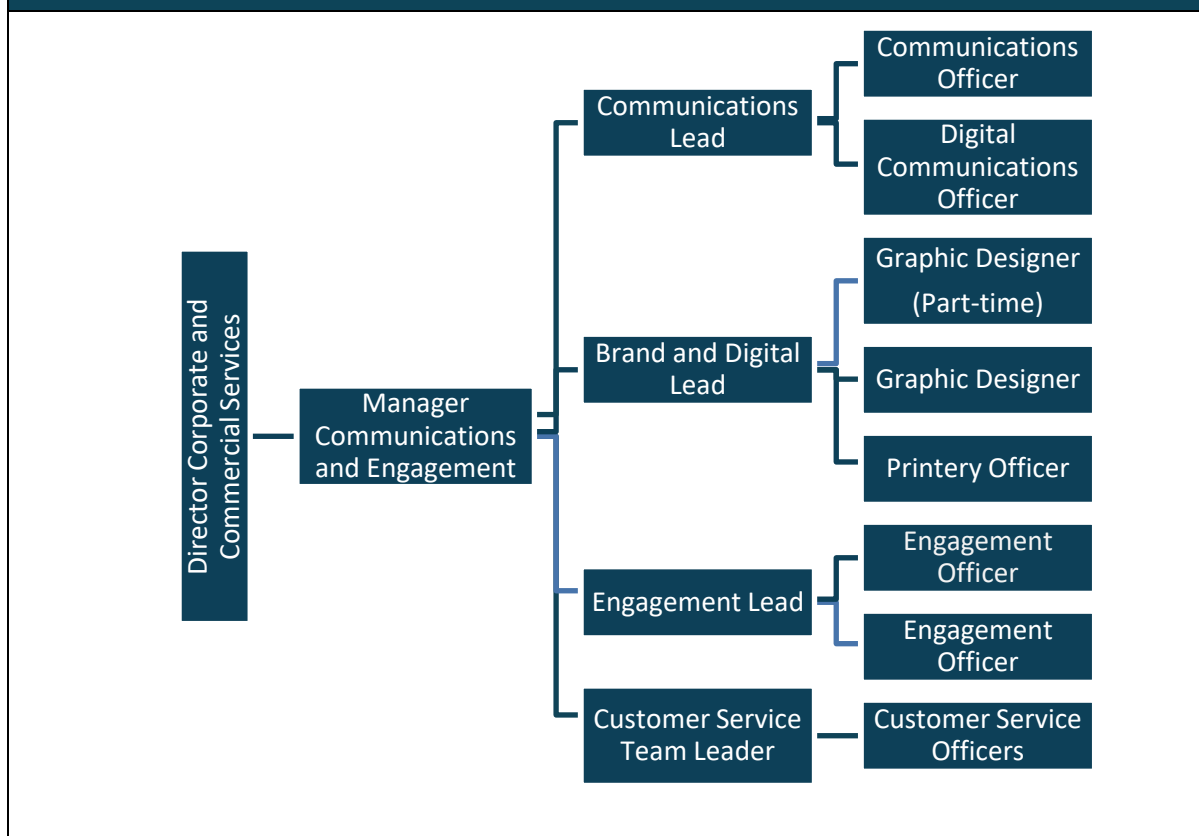


Position Title:	Communications Officer
Position Number:	2047
Division:	Corporate and Commercial Services
Section:	Communications and Engagement
Grade:	9
Delegations:	As allocated in the Delegations Register
Position FTE Hours:	35

Primary Purpose

Delivery of a communications and community engagement program that extends to all residents of the Orange Local Government Area and all functions of Council

Sectional Structure



Selection Criteria

Qualifications/Licences

- Tertiary qualification in Communications or related field
- Current Class C Drivers Licence

Skills and Experience

- Experience in a similar role
- Demonstrated experience working as part of a team, in managing and monitoring web content, social media and creating content for diverse media channels
- High level communication skills both verbal and written including the capacity to interact with all levels of staff and the public while maintaining effective customer service and relationship management
- Demonstrated ability to work with a diverse range of stakeholders including the public, media, community organisations, local businesses and government departments
- Well-developed computer literacy skills in the use of a variety of computer software platforms
- Demonstrated ability to model Council's key values and desired behaviours

Key Accountabilities/Duties

- Assist with the maintenance and monitoring of content on Council's website
- Assist staff with web and intranet content and monitor for consistency, style and timeliness
- Support social media as a communication tool for use by Orange City Council
- Create content for use across Council's diverse communication channels
- Assist with Council's media liaison activities
- Provide strategic media and community advice to council staff
- Creating content for use in newspapers, advertisements, media statements, and briefing notes for specific occasions
- Assist Council staff with community engagement associated with major projects, operational activities, programmed events or other community events to ensure that a consistent Council perspective is provided
- Attend various stakeholder meetings, council meetings and gatherings with the CEO, Mayor, Councillors, Directors and staff, where required
- Comply with Council's Code of Conduct, relevant policies and procedures, values and behaviours, and work health and safety responsibilities, as amended from time to time

Position Capabilities

The Orange City Council Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in our council. The full information regarding these Capabilities is available [here](#). The focus capabilities for this position are:

Group	Capability
Personal Attributes	<p>Integrity - Leads "Masters it" <i>Be honest, ethical and professional, and prepared to speak up for what is right.</i></p> <ul style="list-style-type: none"> • Models ethical behaviour and reinforces it in others • Represents the organisation in an honest, ethical and professional way and sets an example for others to follow • Promotes integrity, courage and professionalism inside and outside the organisation • Monitors ethical practices, standards and systems and reinforces their use • Proactively addresses ethical and people issues before they magnify
Relationships	<p>Communicate and Engage - Leads "Masters it" <i>Communicate clearly and respectfully, listen, and encourage input from others.</i></p> <ul style="list-style-type: none"> • Presents with credibility and engages varied audiences • Translates complex information concisely for diverse audiences • Creates opportunities for others to contribute to discussion and debate • Demonstrates active listening skills, using techniques that contribute to a deeper understanding • Is attuned to the needs of diverse audiences, adjusting style and approach flexibly • Prepares (or coordinates preparation of) high impact written documents and presentations
	<p>Influence and Negotiate - Expert "Innovates it" <i>Persuade and gain commitment from others, and resolve issues and conflicts.</i></p> <ul style="list-style-type: none"> • Credibly promotes the organisation's position in the community, region and sector • Builds and maintains a wide network of professional relationships outside the organisation • Obtains the commitment of key stakeholders to major projects and ensures ongoing communication • Uses understanding of decision-making processes and networks to determine the organisation's bargaining strategy • Uses sound evidence-based arguments supported by expert opinion to influence outcomes • Pre-empted and avoids conflict by identifying contentious issues and directing discussion towards an acceptable resolution
Results	<p>Problem Solving - Leads "Masters it" <i>Think, analyse and consider the broader context to develop practical solutions.</i></p> <ul style="list-style-type: none"> • Is able to draw on wide-ranging interests and experiences when facing new challenges • Thinks broadly about the root of problems before focusing in on the problem definition and solutions • Is able to discuss issues from different angles and project impacts into the future • Considers the broader context when critically analysing information and weighing recommendations • Involves diverse perspectives in testing thinking and solutions

Technical	<p>Information and Technology - Leads "Masters it" <i>Use technology and information to maximise efficiency and effectiveness.</i></p> <ul style="list-style-type: none"> • Implements appropriate controls to ensure compliance with information and communications security and use policies • Implements and monitors appropriate records, information and knowledge management systems • Seeks advice from technical experts on leveraging technology to achieve organisational outcomes • Stays up to date with emerging technologies and considers how they might be applied in the organisation
Workforce Leadership	<p>Inspire Direction and Purpose - Leads "Masters it" <i>Communicate organisational goals, priorities and vision and recognise achievements.</i></p> <ul style="list-style-type: none"> • Translates organisational vision and strategy into operational goals to help staff understand their own contribution • Builds a shared sense of purpose through involving people in defining priorities and cascading goals • Regularly communicates progress against business unit and organisational goals • Creates opportunities for recognising and celebrating high performance at the individual and team level

Corporate Values

As a values-based organisation, Council demonstrates its values through workplace behaviours. These behaviours provide a framework for staff to model behaviour across the organisation. Underpinning the behaviours is the Orange City Council Code of Conduct.

Council's corporate values are listed below:

- **Respect** – is honest and respectful towards others and works as part of a team
- **Ownership** - takes responsibility for actions
- **High Performance** - pursues performance excellence and continually looks for improvement
- **Customer Focus** - demonstrates a customer focused approach towards internal and external customers
- **Safety** - works safely, in accordance with Council's Work Health and Safety policy and procedures
- **Diversity** – Champion a diverse and inclusive workplace
- **Leadership** – Council encourages all its employees to lead by example and role model our values. Leaders also need to ensure they provide constructive feedback and encourage high performance by coaching, developing, recognising and managing people effectively

Work Health and Safety Responsibilities

All employees are responsible for Work Health and Safety (WHS) for Orange City Council and their duties include:

- Complying with Council's WHS policies and procedures
- Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others

- Reporting any potential hazards, incidents or injuries to their Supervisor and Human Resources within 48 hours
- Participating in any applicable WHS consultation arrangements
- Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace
- Correctly using all personal protective equipment
- Complying with emergency and evacuation procedures and site rules if applicable
- For Managers, Supervisors, Team Leaders or Gangers, you have additional WHS responsibilities as defined in the Orange City Council Work Health and Safety Management Policy (OP 84)

General

- The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.
- Local Government (State) Award conditions apply to all entitlements.
- The Position Description links to the overall organisational Delivery/Operational Plan which ties into an employees' key performance indicators (KPIs) as part of their annual performance review.
- Position descriptions may be amended from time to time in accordance with business needs and in consultation with the incumbent of the position.

I acknowledge that I have read and understood the duties, responsibilities and delegations of the position as outlined in the above Position Description

Name of Employee:	
Signed by Employee:	
Date Signed:	