



# POSITION DESCRIPTION

<b>Position Title</b>	Media & Communications Coordinator
<b>Position Code</b>	1491
<b>Directorate</b>	Sustainability & Culture
<b>Work Group</b>	Marketing & Communications
<b>Position Classification</b>	Band 6
<b>Effective Date</b>	November 2023

## Our Vision

The Rural City of Wangaratta prides itself on being a community that is connected, sustainable and contemporary. We provide our community with diverse opportunities to participate in the arts, sport and recreation, and in cultural events and programs to bring them together to connect and celebrate the great place in which we live. Our staff enjoy the regional lifestyle and the benefits of a community situated within a gourmet food and wine region, with a wide range of outdoor adventure activities, and serviced by excellent education and health facilities. We live in a place where good things grow.

## Our Values

Our staff are our greatest asset. Our success comes from the everyday demonstration of our values, being:

- **Trust**, to have confidence in the character and competence of our work colleagues.
- **Respect**, to acknowledge all people as individuals with inherent worth and value.
- **Openness**, where we are frank, honest and accountable in our dealings.
- **Fairness**, so we treat colleagues and customers fairly and consistently.
- **Excellence**, to contribute to outstanding services, systems and relationships.
- **Enjoyment**, so we obtain personal satisfaction from our work and display our enjoyment in the workplace.

## 1. Position Objectives

To coordinate the communications, media and digital services of the Council, in order to inform, raise awareness and promote positive engagement with our community and employees.

## 2. Working Relationships

Reports to	Marketing & Communications Lead
Supervises	Digital Marketing & Communications Officer

## 3. Key Responsibilities

### Media Relations:

- 3.1** Coordinate Council's proactive and reactive media relations including the sourcing of stories, writing and distribution of media releases, and coordinate timely and appropriate responses to media enquiries.
- 3.2** Establish and maintain positive and professional relationships with colleagues and external customers, and with relevant industry and media contacts, to ensure Council maintains effective media relations & capitalises on opportunities.

### General Communications:

- 3.3** Provide strategic advice on the development of Council's communications activities. Develop and maintain an external communications roadmap and a communication planning framework, with the goal of increasing community awareness and engagement in major council initiatives that impact/benefit them.
- 3.4** Implement communications plans for major projects, in partnership with key internal business owners.
- 3.5** Assist and advise staff in the development and implementation of general communications plans and activities, including media, advertising and public notices, across all channels. Create and edit content where required.
- 3.6** Assist the organisation to communicate in a proactive and agile way for any unplanned or escalating communication topics (e.g., during emergency events).
- 3.7** Assist in the preparation of internal communications when requested and anticipate and recognise emerging communications issues.
- 3.8** Assist in the development of communication goals, strategies and implementation to execute comprehensive marketing campaigns.
- 3.9** Share the responsibility of protecting, bringing awareness and telling the story of Council's master brand and sub-brands.
- 3.10** Manage the composition and distribution of regular internal and external communications to support marketing functions and strategy

### Council-Specific Activities:

- 3.11** Write all official speeches to be delivered by the Mayor and Councillors.

**3.12** Undertake certain council-specific activities required of the role, such as coordination of the annual Community Satisfaction Survey and the desktop design and production of key Council documents, such as the Council Plan, Budget and Annual Report.

Digital Channels:

**3.13** Support and contribute to the administration, development of content, and quality assurance for council's main website to ensure online information and services are easy to find, use and understand.

**3.14** Coordinate and oversee policies, strategies, guidelines and usage for Council's communications and social media.

**3.15** Oversee the operation of Council's social media platforms to drive community, visitor and brand awareness and engagement.

**3.16** Identify emerging tools, technologies and techniques for the organisation to use with a view to continually improve the impact of council's communications.

Team:

**3.17** Manage, coach and develop the Digital Marketing & Communications Officer, in accordance with performance objectives, skills acquisition and personal development plans.

**3.18** Ensure you and your team are safe and working within OH&S policy when undertaking your roles.

**3.19** Working collaboratively as a member of the Marketing & Communications team to help deliver Council's marketing, community engagement and media & communications objectives.

#### **4. Core Physical Requirements**

**4.1** Capacity to, on occasion, lift items unspecified in weight within individual limits.

**4.2** Capacity to undertake office-based activities including sitting at a desk and using a computer for extended periods.

#### **5. Accountability and Extent of Authority**

**5.1** Accountable for administering the maintenance and quality assurance of The Rural City of Wangaratta's public facing websites.

- 5.2** Responsible for the improvement and integration of Council's social media tools and other online technologies.
- 5.3** Responsible for the development of Council's social media, Website updating, Advertising and Media Policies, as well as Strategic Communications plans.
- 5.4** Ensure resources, including budget, staff and other assets, are used in an effective and efficient way which enables other members of staff to achieve their objectives.

## **6. Judgement and Decision Making**

- 6.1** Solve diverse problems and make decisions using interpersonal and communication skills along with sound knowledge of Council's content management systems, social media and online technologies as well as the application of organisational and team strategies and systems.

## **7. Knowledge and Skills**

### **7.1 Specialist Skills and Knowledge**

- 7.1.1** Demonstrated understanding of website content management, social media and other digital platforms, including video development.
- 7.1.2** Advanced skills and knowledge of M/S Office and Adobe software as well as skills and knowledge of current and emerging online communication tools and technologies.
- 7.1.3** Highly developed written and verbal communication skills with the ability to complete specialist reports and external correspondence to a high quality under tight deadlines.
- 7.1.4** Political nous and ability to effectively manage Council's public profile, including through any period of adverse media coverage.

### **7.2 Management Skills**

- 7.2.1** Ability to plan and organise workloads to achieve specific outcomes and set objectives in the most efficient way, within the available resources and set timeframe.
- 7.2.2** Ability to oversee and manage staff and to train others in communications-related processes and procedures.

**7.2.3** Ability to work with internal stakeholders to contribute meaningfully to communications outcomes across the organisation.

### **7.3 Interpersonal Skills**

**7.3.1** Effectively transfer ideas, concepts and information clearly and persuasively in positive or negative situation and listen and seek clarification.

**7.3.2** Ability to build and maintain amicable relationships with networks and contracts.

## **8. Qualifications and Experience**

**8.1** Degree qualifications and demonstrated experience in communications, media and digital services.

**8.2** Demonstrated experience in journalism, communications, marketing or public relations field with particular emphasis on journalistic writing skills, establishing and maintaining effective networks and a keen eye for detail.

**8.3** Experience in website and social media content management, as well as video editing software.

## **9. Key Selection Criteria**

**9.1** Degree qualifications and demonstrated experience in communications, media and digital channels.

**9.2** Advanced written and verbal communication skills and ability to produce quality, contemporary content within tight timeframes.

**9.3** Proficiency in the use of Microsoft Office and Adobe software as well as skills and experience in the use of design applications and photo editing programs.

**9.4** Direct experience in the use of website platform(s), with experience of Open Cities advantageous.

**9.5** Demonstrated experience in developing communication strategies and plans, including for social media.

**9.6** Sound negotiation and decision-making skills in a dynamic environment.

**9.7** Demonstrated appreciation of the relationship between Council and its Community.

**Authorised by: Director – Sustainability & Culture**

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**Date:**

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**Employee's Signature:**

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**Date:**

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