

Position information

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| Position Title: | Communications and Promotions Officer |
| Classification: | Band 5 |
| Reports to: | External Communications and Media Coordinator |
| Division: | Community and Customer Experience |
| Department: | Communications, Engagement and Customer Experience |

Our strategic context

Council Plan Vision Achievement

We partner with our community to protect and care for the community of life in Bayside making an inclusive, active, healthy, connected and creative experience for all.

How we work together

Our values and behaviours underpin all the work we do and are the foundation for the development of One Bayside.

We hold ourselves and each other accountable to our shared values and behaviours of **Respect Each Other, Own It, Work Together** and **Find Better Ways**.

Position Purpose

The Communications and Promotions Officer is responsible for implementing marketing, communications and audience engagement strategies for Bayside Library Services and related/other Council programs and initiatives. The aim of the role is to increase community awareness and attendance of the service and promote the value Council provides to the community.

The Officer coordinates a range of communications channels to engage the Bayside community and other audiences. They work within the External Communications and Media team and are responsible for developing content and collateral to share across multiple channels including the Council website, social media, print and digital publications.

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Position – Key Functions, Accountabilities & Outcomes

| Key Functions | Accountabilities | Outcomes |
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| Contribute to the development of the Library Services Communication Plan | <ul style="list-style-type: none"> Develop with assistance, a comprehensive communication and marketing plan for Library Services. Target key audiences and support Council programs. | Strong community awareness of library services, events and programs |
| Implement the Communication Plan for Library Services. | <ul style="list-style-type: none"> Preparation of communications material to support the Arts, Culture and Library Strategy, Bayside 2050 Community Vision, Council Plan and Organisation Strategy. Develop communications collateral on time and on budget including print collateral, signage, digital content – newsletters, website, social media and speeches etc. Strong representation of Library Services content in Council corporate communication channels in alignment with all other Council services. Apply an exceptional level of detail to writing, design, production and distribution of communication collateral. | Achieve annual visitation/engagement targets. |
| Coordinate the Library Services social media channels | <ul style="list-style-type: none"> Social media channels and digital communications are well managed in line with Council's corporate social media policy and overall communications strategy. | Increased online engagement, ensuring alignment to all other council communication channels. |
| Build and develop excellent working relationships with key stakeholders. | <ul style="list-style-type: none"> Develop relationships with internal and external stakeholders to enable effective communication of Council and service area priorities. Build reputation as a trusted advisor to manage priorities and tasks. | Effective working relationships with stakeholders ensure information can be shared to build on the organisation's reputation. |
| Contribute to effective management of risks to Council's reputation | <ul style="list-style-type: none"> Monitor and highlight risks to Council's reputation emerging from Library Services. With support, liaise with libraries specialist media to achieve coverage of Council initiatives, programs and events. | Positive and accurate coverage of Bayside City Council in traditional and digital media. |

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Position - Organisational Relationships

Key Internal Contacts: Library Services Coordinators
 Arts, Culture and Library Manager
 Library Programs Lead
 Communications and Engagement and Customer Experience Team
 Manager Communications, Engagement and Customer Experience

Key External Contacts: Designers and printers
 Specialist Arts, Culture and Library media
 General public
 Special interest groups
 Consultants
 Other local governments

Position - Delegations

Financial Delegations: Nil

People and Position Delegations: Nil

Position – Skills and Competencies

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| Accountability and Extent of Authority | <ul style="list-style-type: none"> Managing to budget and deadlines. Liase with internal stakeholders and external clients regarding arts, culture and library issues and the development of marketing and communications materials/content Ensure compliance with all relevant Council Policy and Procedures. |
| Judgement and Decision Making | <ul style="list-style-type: none"> The position operates with supervision but requires a level of independence in time management and priority setting. Providing advice and recommendations in relation to marketing and communications. Having regard to the sensitivities of local government and the arts sector. |
| Interpersonal Skills | <ul style="list-style-type: none"> A commitment to delivering excellent customer service High attention to detail. |

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| | <ul style="list-style-type: none"> • Excellent verbal and written communication skills. • The ability to consult with internal experts to discuss and resolve specialist issues. • Excellent ability to gain internal and external co-operation and assistance. • Ability to build and develop positive relationships across the organisation and the community. |
| Qualifications and Experience | <ul style="list-style-type: none"> • Tertiary qualifications in Marketing, Communications, Public Relations or related area is essential. • Demonstrated experience in a variety of communications platforms including social media, print, media etc • Proficient with computer applications, particularly Microsoft Office and Adobe Suite. |
| Specialist Skills and Knowledge | <ul style="list-style-type: none"> • Demonstrated skills in public relations, marketing and communications campaigns. • Excellent writing and digital skills to lead social media campaigns, content planning, email marketing and web management. • Ability to manage the production of publications and other print collateral. • Knowledge and understanding of the arts, culture and library sectors. |
| Management Skills | <ul style="list-style-type: none"> • Well-developed organisational and time management skills • Ability to work effectively with a range of Council staff, suppliers and external stakeholders. |

What we are all responsible for



Values and Behaviours

- Embrace and live the shared values of Bayside City Council: ***Respect Each Other, Own It, Work Together, Find Better Ways.***
- Reflect these values in how we do business and how we treat each other, our customers and our community members.
- Work in a manner that reflects the agreed Team Behaviours.



Code of Conduct

All employees are required to comply with the standards of behaviour that are outlined in the Code of Conduct. The Code of Conduct sets the expectations Council has of all employees, as well as the expectations that employees can have of Council. It helps us to understand our responsibilities in terms of:

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- Adhering to Council policies and procedures, and the law.
- Dealing with Council Property.
- Corporate Obligations.
- Personal Conduct.



Customer Service

We are committed to being a customer-focussed organisation that delivers excellent and effective customer service at all levels. By engaging with the community, delivering simplified processes, and exceeding expectations, we are committed to customer service that will be:

- Easy to deal with.
- Empathetic.
- Effective.
- Trusted.



Diversity, Equity and Inclusion

We are focused on creating a psychologically safe culture where our people feel respected and free to speak up. A culture where:

- Inclusivity becomes a conscious standard practice.
- We have a safe workplace where people are respected, heard and valued.
- We have a thriving high-performance culture.
- We are able to achieve our strategic goals.



Safeguarding Children and Young People

We are committed to building a culture that keeps children and young people we support and engage with safe from abuse through:

- Promoting the safety and wellbeing of children and young people to whom we provide services.
- Ensuring that our interactions with children and young people are consistent with the Safeguarding Children and Young People Policy and Safeguarding Children and Young People Code of Conduct.
- Speaking up and reporting any suspicions, concerns, allegations, or disclosures of alleged abuse, by staff and those with whom we interact.
- Following policies and procedures for safeguarding children and young people.
- Maintaining a valid Working with Children Check.



Workplace Health, Safety and Wellbeing

- Read and comply with all OHS policies and procedures in relation to your OHS roles and responsibilities.

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- Immediately report all hazards and incidents, following the appropriate processes and using the online hazards and incidents form.
- Work in a manner that will not endanger yourself or any other person.
- Assist new employees in the use of proper work practices and procedures.
- Use personal protective equipment clothing or equipment (PPE) provided as instructed by your supervisor and report any defective or damaged PPE.
- Not attempt any task unless you are capable and competent to carry out the task.



Sustainability

- Demonstrate individual responsibility and commitment to sustainability by complying with Council's internal policies and guidelines.
- Participate in staff initiatives and change campaigns to reduce impact on the environment, including energy and water efficiency, recycling and avoiding waste, zero carbon transport and sustainable procurement.

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