



Communications Advisor – Media and Digital

Position Number:	500508
Directorate:	Advocacy and Community Services
Department:	Communications
Reports to:	Communications Coordinator
Classification:	Band 6
Employment Status:	Permanent full time
Location:	Civic Centre Broadford – all employees may be directed to move either permanently or for temporary periods to other offices within the shire due to operational requirements.
Date created/amended:	August 2019
Employee signature:	Date: / /

About the Organisation

Mitchell Shire

All employees at Mitchell Shire are expected to provide the highest standards of performance and customer service to ensure Council achieves its Vision, Values and meets organisational objectives.

Vision

Together with our Community, create a sustainable future.

Values

Mitchell has adopted the following values as fundamental to the way in which all staff within the Council will operate in their dealings with each other and the community. These are:



Working Together



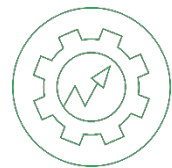
Respect



Customer Service
Excellence



Accountability



Continuous
Improvement

Structure

Mitchell Shire Council is broken into three Directorates:

- > Governance and Corporate Performance
- > Development and Infrastructure
- > Advocacy and Community Services



About the Role

As a member of the Communications Team, the Communications Advisor – Media and Digital plays a critical role in helping the community to access information about Council services, facilities, programs and decisions.

Objectives

- > Raise awareness about Council services, events, initiatives and decisions by preparing and implementing cross-channel communication campaigns.
- > Build Council's digital and media presence with engaging and effective content including web, social media and enewsletters.
- > Respond to social and media enquiries and monitor and develop appropriate responses to social media comments on Council channels and in other online communities.
- > Support engagement and consultation programs.
- > Maintain productive media relationships including pro-active media outreach and coordinating timely, accurate and effective responses to media enquiries.
- > Assist with advocacy, consultation, issues management, emergency management and event management as required.

Key Responsibility Areas

Strategic communication

- > Prepare and implement communication and engagement plans for key initiatives and activities.
- > Develop an editorial calendar to support Council's strategic objectives and priorities.
- > Produce engaging and effective content for a range of traditional and digital uses including media, editorial features, blogs, online publications, social media, web, enewsletters, advertising, flyers, fact sheets, documents, photography, video and multimedia.
- > Develop a library of key messages, FAQs, feature stories, opinion pieces and position statements to support Council's strategic objectives and priority communication projects.
- > Provide specialist communications advice and support to assist teams with effective communication, presentations, consultation and civic events.

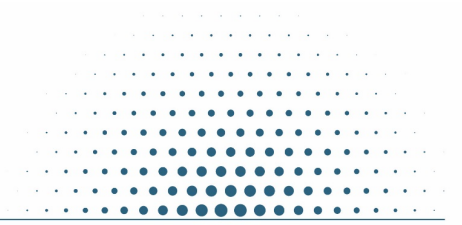


Media

- > Develop positive media relationships and manage relationships within the organisation to gather relevant information, prepare responses and coordinate approvals in a timely manner.
- > Support key spokespeople to provide timely, accurate and effective responses to incoming media enquiries and to provide engaging interviews for pro-active media opportunities.
- > Prepare media briefings, interviews, photos and photo opportunities, releases, editorial, briefing notes, backgrounders, fact sheets, blogs, opinion pieces and other material.
- > Conduct pro-active media outreach to support Council's strategic objectives and priorities.
- > Assist with the production of a monthly radio program.
- > Conduct daily media monitoring and use monitoring and analytics to capitalise on positive promotional opportunities and emerging trends.
- > Maintain a key message bank and issues register.
- > Assist the Communications Coordinator with advocacy, consultation, issues management and emergency management as required.

Publications and digital content

- > Source and create content and produce Council's corporate newsletters including our general newsletters, consultation newsletters, project newsletters and other EDMs.
- > Liaise with various parts of the organisation to source content and manage approvals and ensure that key deadlines and targets are met.
- > Facilitate the cross-promotion of council services, projects and information amongst newsletters produced across the organisation.
- > Manage end-to-end production of Council's newsletters including development of an annual editorial plan, production schedule and approvals.
- > Produce content for Council's social media channels, websites and newsletters.
- > Assist with the production of Council's fortnightly newspaper column.
- > Provide editorial support and direction to a range of Council publications and ensure they align with Council's strategic objectives and priorities.
- > Support Council's in-house designer with compelling creative copy for Council's advertisements, flyers, posters and other promotional items.
- > Help identify opportunities to extend Council's digital reach.
- > Assist with the maintenance and development of Council websites and digital channels.
- > Take photos and maintain Council's image library.
- > Develop in-house videos to support strategic objectives, campaigns, initiatives and events.
- > Liaise with internal staff and external suppliers to develop and deliver other video and multimedia content within agreed budget and timelines to help promote key projects.
- > Identify opportunities to use visually engaging and multimedia content to help simplify complex topics, drive engagement and increase understanding of Council services, initiatives and decisions.



Social media

- > Source, create, deliver and monitor proactive and reactive content across Council's corporate social media accounts.
- > Respond to social media enquiries and liaise with customer service and other key contacts and subject matter experts throughout the organisation to ensure social media enquiries are allocated and responded to in accordance with agreed service levels.
- > Be the primary voice of Mitchell Shire Council across our corporate social media accounts including responding to customer requests, messages and comments as well as pro-active outreach through other pages and groups in line with our Social Media Policy and guidelines.
- > Conduct ongoing social media monitoring throughout the day and alert relevant staff to emerging issues and opportunities.
- > Produce paid campaigns as needed.
- > Maintain corporate records in accordance with our Social Media Policy and guidelines and related legislative requirements.

Consultation and engagement

- > Provide consultation and engagement expertise to support engagement champions across the organisation to plan, implement and evaluate effective consultation including online consultation tools, stakeholder database management and data analysis.
- > Help build staff capacity in online engagement and social media and support staff to integrate activities with offline channels.

Branding and digital asset library

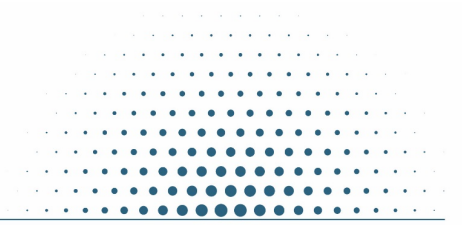
- > Ensure digital outputs meet Council's corporate brand and written style.
- > In partnership with the Publications Designer, identify improvement opportunities to evolve Council's corporate style and brand across digital channels to take advantage of emerging technology and to ensure the brand remains relevant.
- > Contribute to the maintenance and development of a digital asset library.

Event and presentation support

- > Assist other units of Council to plan and deliver appropriate civic events.
- > Support other units of Council to prepare engaging presentations.
- > Prepare speaking notes for Mayor, CEO and others as required.
- > Liaise with external event organisers and government departments on event and promotional logistics.
- > Manage Council's civic event equipment bookings including lecterns, banners and audio equipment.

Internal Communication

- > Raise awareness of organisational communication processes, including media and editorial policies.
- > Develop strong internal relationships to identify content opportunities for Council's external communication activities.
- > Provide strategic communication support to internal communication projects and initiatives.



Continuous Improvement

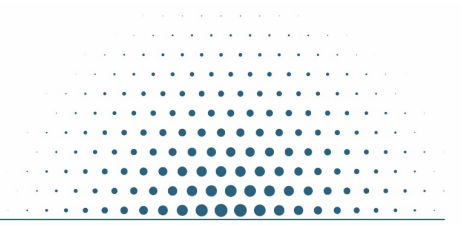
- > Monitor and evaluate campaigns and initiatives include media and digital performance and use analytics to identify and inform improvement opportunities.
- > Contribute to the development of the Communications Team policies, processes and ongoing improvement.
- > Help identify, analyse and implement new and emerging communication tools to achieve Council's objectives and campaign goals.

Emergency, crisis and issues management and response

- > Assist with Council's response across digital, media, print and other channels in accordance with our emergency management and issues management guidelines and other relevant policies.
- > Act as on-call representative as needed.
- > Assist with other communication tasks and functions during an emergency or crisis response. \

Other Duties

- > Attend Council Meetings and events as required and represent Council professionally, with a clear understanding of the Council vision and relevant policies and strategies.
- > Liaise with suppliers to ensure high quality work and service delivery within agreed timeframes and budget.
- > The incumbent may be required to undertake various other duties as directed from time to time.
- > Responsibilities and duties included in this position description are subject to the multi-skilling and job rotation provisions of the Mitchell Shire Council current Enterprise Agreement and or any supplementary agreements and, where applicable, the appropriate award.



About You

Key Selection Criteria

1. Proven ability to develop and implement communication campaigns, pro-actively identify editorial opportunities and produce engaging and effective content and collateral for a range of channels and audiences.
2. Extensive experience pro-actively producing high quality digital content and managing social media communities.
3. Experience developing positive and productive media relationships and a strong understanding of journalistic style and contemporary newsroom needs.
4. Proven ability to manage relationships in fast-paced, large and complex organisation with a diverse range of services, customers and stakeholders.

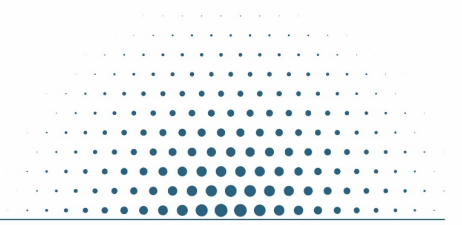
Qualifications and Experience

Essential

- > A degree and experience or equivalent substantial experience in journalism, communications, public relations, marketing or similar.
- > Excellent knowledge of contemporary communication trends, principles and techniques and experience delivering end-to-end campaigns across digital and non-digital platforms.
- > Proven ability to develop and implement effective and engaging communication plans and to develop editorial calendars to support organisational objectives and priorities.
- > Well-developed skills in the production of copy and collateral to a high standard for multiple audiences and channels in tight timeframes.
- > Ability to write speeches and support civic events and presentations.
- > Experience with social media publishing platforms and web content management systems.
- > A strong interest in online news, content marketing, community engagement and consultation trends and techniques.
- > Ability to provide support for internal communications, advocacy, consultation, issues management and emergency management activities.
- > Basic design skills and ability to use Adobe Creative Suite applications for basic photography, video and publication tasks.
- > Current Victorian Drivers Licence.
- > Willingness to undertake National Police check.
- > Working with Children check.

Desirable

- > Strong understanding of digital engagement practices and principles and a good working knowledge of EngagementHQ/Bang the Table platform, or similar.
- > Experience in public sector, not-for-profit or complex organisations with multiple service offerings.



Position Requirements

Accountability and Extent of Authority

- > Accountable for producing communication solutions, plans and collateral in accordance with Council's policies, style guide and organisational objectives and priorities.
- > Responsible for the efficient maintenance, improvement and operation of Council's digital platforms including websites, social media, enewsletters and marketing channels.
- > Accountable for the provision of timely, accurate, friendly and helpful service to customers on first level enquiries and for those interacting with Council more widely in social communities.
- > Respond to social media comments and messages and represent Council in digital channels in line with Council's Social Media Policy and guidelines.
- > Monitor social media channels and escalate issues as required.
- > Able to manage own workload with tight timelines and changing priorities in a complex and issues rich operating environment.
- > Able to work autonomously on regular tasks across multiple projects and simultaneously drive longer term and more complex initiatives.
- > Provide accurate, timely and authorised information to media and community in accordance with Council's legislative responsibilities.
- > Seek approvals for content or initiatives as required by Council's policies, procedures and guidelines.
- > Provide expert specialist advice across the organisation and ensure activity is coordinated and integrated with wider organisational priorities and strategic objectives.
- > Input into the development and review of communications related policies.
- > Represent the team in area of specialisation including relevant decision-making groups, project teams and industry networks.
- > Able to work independently and manage relationships to solve problems and drive projects forward.
- > Liaise with suppliers and manage the relationship to deliver agreed outcomes.
- > Research emerging trends.
- > Build capacity of others.
- > Guidance and support are available from the Communications Coordinator and through various professional networks and organisations.



Judgement and Decision Making

- > Able to quickly absorb complex and sensitive information, identify potential issues and opportunities and recommend appropriate communication solutions.
- > Able to prioritise workload and make clear decisions pertaining to tasks to be completed.
- > Able to pro-actively identify issues or trends for escalation within the team or to other parts of the organisation.
- > Responsible for the provision of specialist advice and information to staff in the organisation regarding e-communication issues, emerging trends, opportunities and best practice.
- > Able to research and identify opportunities for improvement, efficiency savings and problem solving.
- > Able to analyse complex information and use findings to make recommendations.
- > Able to use insights and industry knowledge to champion improvements.
- > Able to use judgement to produce effective content in a politically sensitive operating environment with a high degree of public scrutiny.
- > Responsible for meeting relevant legislative and industry code of practice requirements.

Specialist guidance and advice is generally available within the team and from industry networks and professional bodies.



Specialist Skills and Knowledge

- > Excellent knowledge of contemporary communication and engagement trends, principles and techniques.
- > Experience delivering end-to-end strategies, campaigns and projects.
- > Highly developed creative copywriting skills and ability to source and adapt content for a range of traditional and digital media channels.
- > Strong understanding of media operating environments as well as an ability to write in a variety of news styles for different audiences and publications.
- > Ability to write speeches and an understanding of communication requirements for civic events and presentations.
- > Ability to simplify complex information and concepts for use in a range of print and digital mediums for a range of audiences and interests.
- > Familiarity with e-newsletter production, social media content management tools and web content management systems.
- > Experience providing customer care through social media.
- > Good photography and sound videography skills.
- > Working knowledge of Adobe Creative Suite for photography, basic video production and basic publication and design layout.
- > Experience with Microsoft Office suite and ability to quickly learn new systems and tools with minimal guidance.
- > Well-developed understanding of internal communication techniques to support development of a positive work culture.
- > Capacity to provide comprehensive communication support to consultation, advocacy, issues management and emergency management.
- > An understanding of contemporary communication and engagement trends, principles and techniques.
- > An understanding of where this position aligns to the long term goals of the unit and the wider organisation



Management Skills

- > Able to forward plan, prioritise own workload, set own goals and deliver with minimal supervision and a high level of initiative.
- > Able to positively and quickly adapt to changing circumstances as priorities change or new issues or opportunities emerge.
- > Capacity to research and absorb new information quickly.
- > Able to set high standards of work for self and others and to maintain high work standards and a positive attitude when facing pressure or obstacles.
- > Proven ability to manage conflicting priorities and relationships in a complex and issues rich operating environment with tight timeframes and a high level of public scrutiny.
- > Able to anticipate problems and take pro-active steps to address them.
- > Able to work with sensitive information and maintain confidentiality.
- > Able to work through complex situations and gain cooperation to pro-actively solve problems or mitigate risk.
- > Able to record and maintain accurate information and records.
- > Able to implement EEO, OH&S and development practices

Interpersonal Skills

- > Able to manage internal and external relationships in a fast-paced working environment to gain cooperation and assistance in tight timeframes and with sensitive topics.
- > Able to develop internal relationships to source accurate, timely and quality information to inform communication activities and responses in tight timeframes and in sensitive situations.
- > Able to champion user-focused digital experience and communication needs at all levels of the organisation.
- > Comfortable with ambiguity and see it as an opportunity to influence and shape outcomes.
- > Capacity to establish and maintain relationships with industry leaders and other organisations to discuss specialist matters.
- > An adaptable and resilient team player with a positive attitude to change.
- > Able to manage sensitive relationships with suppliers to ensure deadlines and budgets are met.
- > Maintain effective performance and relationships when facing pressure or resistance.



Appendix A - Conditions of Employment and Responsibilities

Agreements, Legislations and Awards

Employment conditions for all employees are in accordance with the relevant award, employment contract, industrial agreement, organisational policies and procedures as amended.

Current Certified Agreements at Mitchell Shire Council are:

- > Mitchell Shire Council Enterprise Agreement No 7 2017-2020
- > Early Education Employees Agreement 2016

Current Awards at Mitchell Shire Council are:

- > Victorian Local Authorities Award 2001
- > Nurses (ANF Victorian Local Government) Award 2002
- > National Training Wage Award 2000

Asset Management

Employees are expected to familiarise themselves with and abide by the Council's Asset Management policies, plans and strategies.

Charter of Human Rights Compliance

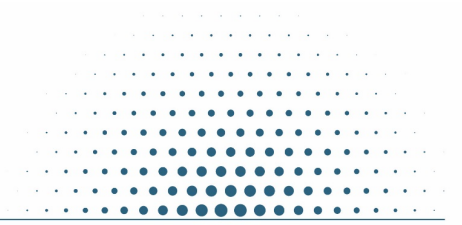
Council employees should demonstrate, respect and promote the human rights set out in the Charter of Human Rights and Responsibilities by:

- > Making decisions and providing advice consistent with human rights
- > Actively implementing, promoting and supporting human rights

Child Safe Standards

Mitchell Shire Council is committed to ensuring the implementing of Child Safe Standards within our organisation. As such:

- > All children, regardless of their gender, race, religious beliefs, age, disability, sexual orientation, or family or social background, have equal rights to protection from abuse and neglect
- > There is zero tolerance for all forms of abuse and neglect towards children
- > All allegations, concerns and complaints brought to the attention of Mitchell Shire Council will be taken seriously and acted upon in a timely manner and reported to the relevant authority
- > Best practice standards will apply in the recruitment of staff, volunteers and contractors
- > People engaged in child-related work, including volunteers and contractors, are required to hold the applicable Working with Children Check and to provide evidence of this check
- > A statement of our commitment to child safety requirements is included in induction
- > Mitchell Shire Council have risk management strategies in place to identify, assess, and take steps to minimise risks to children
- > Allegations of abuse, neglect and safety concerns will be recorded using incident reporting systems, including investigation updates
- > All personal information considered or recorded will respect the privacy of the individuals involved under the Privacy Act and the best interests of the child will be considered when sharing information with relevant authorities and agencies



Corporate Recordkeeping Responsibilities

Mitchell Shire employees should demonstrate the following;

- > Understanding records management obligations and responsibilities
- > Making and keeping accurate and complete records of business activities and decision making
- > Creating records proactively including those resulting from telephone conversations, verbal decisions, meetings, emails and letters
- > Ensuring the quality and accuracy of the data used or entered on Council databases and systems
- > Destruction of Council records are not to occur without authority from the Corporate Information Department.

Code of Conduct

The Code of Conduct outlines standards of conduct and behaviour that must be demonstrated by all Mitchell Shire Council employees, volunteers and contractors. You need to familiarise yourself with the Code and observe its provisions. Breach of the Code may result in counselling and disciplinary action. A substantial breach may result in termination of employment.

Corporate Induction

You will be required to attend a Corporate Induction within your first month at Council, commencing at 9am at Mitchell Shire Council Civic Centre on a date to be advised.

The People and Culture team also conduct quarterly bus tours of the Shire. This gives new employees the opportunity to see the shire in full and be familiar with our sights and operations.

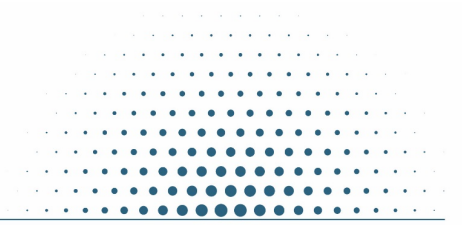
Customer Service

Customer Service Excellence is one of Mitchell Shire Council's values and therefore staff are required to;

- > In accordance with Council's Customer Service Procedure, be proactive in the delivery of services ensuring that quality customer service is provided always whether the communications are delivered personally, electronically, written or by telephone with the customer
- > Ensure a high-quality customer focused service at all times
- > Contribute to excellence in service delivery and present a positive image for Council
- > As required, maintain effective and co-operative communication with all customers, community groups/organisations, business, Council and other Government authorities
- > Provide service in accordance with Council's Customer Service standards

Driver Licence

If you are required at any point to drive a council or personal vehicle for business use, it is a condition of employment that a current driver licence is maintained. *Loss of your driver licence may result in the termination of employment.* If your driver's licence is suspended or cancelled, you must inform your manager immediately.



Emergency Management

As part of the duties associated with this position, the incumbent may be requested to assist Mitchell Shire Council in responding to an emergency, should one arise, affecting the operation of council and/or the wellbeing of the community.

Hours of Work

It is appropriate that you arrange your ordinary hours of duty with your Manager to meet the demands of the position. Mitchell Shire Council offers flexible working arrangements (where operationally viable) to encourage work life balance. A standard full-time employee works 76 hours per fortnight (this varies depending on department), with additional hours each day if a monthly ADO is being accrued.

Accrued Day Off (ADO) and Rostered Day Off (RDO)

An ADO/RDO is applicable for some positions, with the following arrangement;

Monthly ADO

A Monthly ADO is available to full time staff. As a full-time indoor staff member, the standard working day is 7.6 hours. By working an additional 0.4 hours per day, you can accrue one day off per month. For full time library staff, the standard working day is 7 hours. By working an additional 0.36 hours per day, you can accrue one day off per month.

ADOs must be taken at a mutually convenient time. Your Manager will approve when the ADO is to be observed, based on service delivery requirements of the unit. Hours cannot be increased via a reduction in standard break times.

Fortnightly ADO

A 9-day fortnight generally applies to outdoor staff. This is accrued by working 8.5-hour days for 9 days per fortnight, with the 10th day being the RDO. Your Manager will determine and roster the day that is to be observed to suit service delivery requirements of the unit. Hours cannot be increased via a reduction in standard break times.

Motor Vehicle

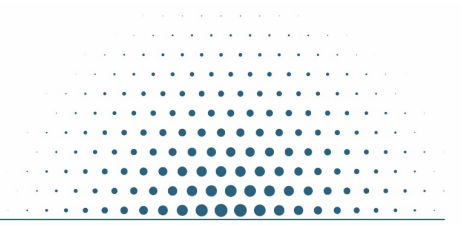
Where a position is allocated a **full private use vehicle** entitlement, the employee may opt to take a cash option of their vehicle allowance and utilise their own private vehicle.

Where a position is allocated **commuter use of a council vehicle**, that vehicle is not to be utilised for any personal use without prior arrangement from the Director.

More information on Vehicle and Travel allowances can be found in the Motor Vehicle Policy.

Policies and Procedures

The terms of the Council's policies are not incorporated as terms of this Agreement and are not intended to create any legally enforceable rights on the part of the Officer, but the Officer must abide by them because they are lawful and reasonable directions of the Council.



Pre-Employment Checks

Your employment is dependent upon successful completion of a National Police Check prior to commencement. The cost of this check will be borne by Mitchell Shire Council.

Working with Children Checks are compulsory for some staff and must be provided prior to commencement. These are to be maintained at the employee's own expense.

A Pre-Employment Medical Check *may* be conducted on staff, to ensure they are able to operate in their role safely and effectively.

Qualifications Required for the Role

It is a condition of your employment that you maintain the qualification and memberships that are identified in the Position Description. The cost of maintaining those qualifications and memberships will be borne by the employee. Any Continuing Professional Development (CPD) hours required to maintain your qualification and memberships are to be undertaken outside of normal working hours.

Qualifying Period

All employees are required to complete a six-month qualifying period from the commencement of their employment. Management shall assess employees' performance on the job, including the satisfactory achievement of the performance objectives set in the employee's commencement plan, skills and knowledge represented, the commitment to and how the employee's work reflects the core values, attendance, and cultural fit.

Management shall determine during the qualifying period whether the employee has/is successfully achieving the requirements of the role. Where, in the opinion of management, the employee will not or has not successfully achieved these requirements, employment may be terminated during the qualifying period.

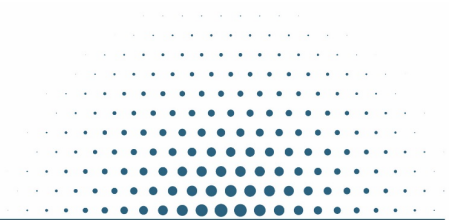
Recognition of Prior Service

Recognition of Prior Service can be made for those employers listed as applicable under the Local Government (Long Service Leave) Regulations 2012.

An application for RPS must be made to the payroll department on your Employee Registration Form upon commencement (no later than 2 months after commencement).

Payroll

Payment of salary is made on a fortnightly basis (currently every second Wednesday), by electronic transfer to your nominated financial institution account.



Risk Management and Occupational Health and Safety

Council Employees should comply with Occupational Health and Safety Legislation, Risk Management requirements and all Council policies, procedures and guidelines. This includes (but is not limited to) the following:

- Perform all duties in a manner which demonstrates due care for your own and others health and safety.
- Comply with Risk and OHS documentation and legislative requirements.
- Identify and report hazards, risks, incidents or health and safety issues as soon as possible.
- Participate in Risk, Safety and Health Initiatives including investigations, implementation of corrective actions, risk assessment or return to work arrangements.
- Wear and maintain all issued personal protective equipment.

Superannuation

Council will contribute to the Vision Super Scheme or an approved superannuation fund of your choice on your behalf at the rate of 9.5% of the base salary offered (excluding staff who have agreed a Total Remuneration Package (TRP)). This contribution amount is in addition to (not deducted from) your base salary.

Types of Employment

Employees should be aware that Mitchell Shire Council employs staff on several types of employment contract. This includes the following types;

Casual Employees will be employed on an hourly basis to work on an intermittent or irregular basis. We cannot guarantee set hours of work. In order to manage our casual staff, we undertake periodic database checks. Any casual employee who has not worked within that period may automatically be removed from the system.

The hourly rate of a casual employee includes the 25% loading in lieu of annual leave, personal leave, public holidays and severance entitlements.

Part Time Employees can work hours in addition to their contracted hours. These hours will be paid at ordinary rates. Employees can work ordinary rates to a maximum of 38 hours within a week, for library staff 35 hours. Any hours worked in addition to maximum hours will be paid at overtime rates or time in lieu will be calculated in accordance with the Enterprise Agreement, Award and policy as amended from time to time.

Variances to Duties

In line with operational requirements of Council it may be necessary, to vary your work duties and/or position description. Such changes would be discussed with you prior to initiation and will be compliant with the nature of the work for which you were employed.

You may be required to work from or relocate to any Council work site within the Council municipality depending on operational requirements.