

POSITION DESCRIPTION

Position Details

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| Position Title: | Media and Communications Officer |
| Award Classification: | Level 5-6 |
| Employment Conditions: | <i>Queensland Local Government Industry (Stream A) Award – State 2017</i> |
| Department / Branch: | Community Services & Wellbeing / Communication and Grants |
| Principal Location: | Shire Office, Hughenden |
| Reports to: | Director of Community Services & Wellbeing (or as directed) |
| Direct Reports: | 0 |

Flinders Shire

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| Our Vision: | Flinders Shire – a place of discovery, opportunity and lifestyle |
| Our Mission: | To promote quality of life through leadership, attitude and respect |
| Our Values: | <ul style="list-style-type: none"> • A Caring Philosophy • Pursuit of Excellence • Teamwork • Local Ownership • Communication • Leadership • Recognition |

Council Structure



Position Objective

The Media and Communications Officer is responsible for the development and implementation of Council's communication strategy, as well as the coordination and preparation of grant funding applications. The role requires strong written communication skills and the ability to build effective relationships with internal and external stakeholders to ensure Council secures appropriate funding and maintains a strong, consistent public and media presence.

As a representative of Council, demonstrated professionalism and a commitment to a high level of service and continuous improvement in the best interest of Council and the Community are essential.

Key Responsibilities

Media and Communications:

- Develop, implement, and maintain Council's Communication Strategy to ensure consistent and effective messaging across all platforms.
- Draft, edit and coordinate content for media releases, newsletters, social media, website updates, advertisements, and other communication materials.
- Manage Council's online presence, including social media platforms and website, ensuring timely, engaging, and visually appealing content.
- Capture, edit and produce high-quality photography and videography content to support Council initiatives, events, programs, and promotional activities.
- Coordinate media responses, public statements, and assist in crisis communications as required.
- Work collaboratively with internal departments to identify and promote Council initiatives, services, and achievements.
- Maintain digital content libraries, including photo and video archives, for future use.

Grant Management:

- Identify relevant grant opportunities from government and other funding bodies aligned with Council priorities.
- Prepare high-quality grant applications, ensuring alignment with funding guidelines and strategic goals.
- Coordinate the collection of supporting documentation and liaise with relevant departments for application inputs.
- Maintain a grants register and track application progress, deadlines, reporting requirements, and outcomes.
- Prepare and submit acquittals and progress reports in accordance with grant conditions.

Stakeholder Engagement

- Build and maintain strong working relationships with funding agencies, community groups, media outlets, and internal stakeholders.
- Provide support and advice to internal departments on grant funding and communications-related matters.
- Represent Council at relevant meetings, forums, and networking events as required.

General

- Consistently complete allocated tasks to a high standard and within agreed timeframes.
- Undertake other duties within the scope of the position and up to and including the employee's level of competency, as directed by the Chief Executive Officer or delegate.
- Actively promote and uphold the values and positive culture of the organisation across all areas of work.
- Actively participate in identifying, recommending, developing, and implementing improvements to enhance the efficiency and effectiveness of tasks and responsibilities.
- Ensure general administration and records management requirements are met in line with Council policies and procedures.
- Provide courteous and professional customer service to internal and external customers, conducting all transactions in an ethical and efficient manner.

- Contribute positively to a supportive, team-based work environment and participate in team meetings and training sessions as required.
- Ensure that requests and enquiries are actioned and reported upon in accordance with Council policy and service standards.
- Keep the Director of Community Services & Wellbeing appropriately and adequately informed of the current state of activities relevant to the role, and flag in advance any issues likely to impact Council operations or relationships with ratepayers and/or the public.
- Maintain a personal time management system to ensure deadlines are met and to allow adequate notice and coordination with other staff, ensuring efficient planning and collaboration.
- Monitor and evaluate the effectiveness of communication activities and funding submissions, identifying areas for improvement.
- Ensure compliance with all relevant legislation, policies, procedures, and Council's Code of Conduct.

Organisational Continuous Improvement & Quality Management

- Willingness and ability to adapt to challenge and opportunities:
 - changing workforce capabilities through multiskilling, succession planning, knowledge management
 - changing technologies and operational procedures by expanding your knowledge of future trends and required competencies
- Willingness and ability to set the example and live the values
- Willingness and ability to advocate a positive and constructive organisational culture
- Willingness to accept responsibility for your own actions and decisions, and to be held accountable for such
- Willingness and ability to integrate the competing demands of work, home, community and self

Corporate Responsibilities

All employees are bound by the *Queensland Local Government Act 2009* to act with integrity, and in a way that shows proper concern for the public interest. All employees are responsible for acting in accordance with the Flinders Shire Council Code of Conduct and other relevant policies, procedures and protocols as may be applicable to the role.

Workplace Health & Safety

All workers have a duty to familiarise themselves with and comply with statutory and Flinders Shire Council Work Health and Safety (WH&S) requirements, including the WH&S Management System, and WH&S Policies, Procedures and work instructions.

In fulfilling this duty, workers are to:

- Take reasonable care for his or her own health and safety.
- Take reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons.
- Comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the person in control of the business or undertaking (PCBU) to allow the person to comply with the *Work Health and Safety Act 2011* (e.g. wearing of Personal Protective Equipment as instructed).
- Cooperate with any reasonable Policy or Procedure of the PCBU relating to health or safety at the workplace that has been notified to workers (e.g. reporting of incidents).
- Participate in the consultation and communication processes as prescribed in the *Consultation, Cooperation and Coordination Code of Practice 2021*.

Other Requirements

- This position operates from Council's Administration Office in Hughenden, however, may be required to travel within the Local Government Area and work outside of standard business hours to meet the requirements of the role.
- Travel (including outside of normal hours) to attend training may be required
- The incumbent must be:
 - prepared to work flexible hours to meet the requirements of the position;
 - willing to obtain a 'Suitability Card' to enable the incumbent to work with or supervise people less than eighteen (18) years of age if required;
 - medically fit and physically capable to meet requirements of the position;
 - Prepared, if required, to undertake a medical assessment by Council's medical practitioner; and
 - Prepared, if required, for Council to undertake a Criminal History Check

Organisational Relationships and Delegations

Internal: Community Services & Wellbeing Team, other portfolios across Council and senior leaders including Chief Executive Officer

External: Community groups, contractors, suppliers, government departments, general public and other Local Government regions

Delegations: The Media and Communications Officer works under limited direction, has the skills to manage time and organisational priorities. This position has delegated decision making and purchasing authority in accordance with Council's Delegation Register and Procurement Policy.

Selection Criteria

Essential

- Tertiary qualifications in a relevant field (e.g. Media and Communications, Journalism, Community Development, or Business) and/or equivalent relevant experience.
- Demonstrated experience in writing grant applications and managing grant processes, ideally within a Local Government or similar environment.
- Sound knowledge of current communication and media relations practices, with the ability to apply these effectively in a Local Government context.
- Well-developed interpersonal, written, and verbal communication skills, with proven experience in building and maintaining strong working relationships with internal and external stakeholders.
- Excellent organisational and time management skills, with the ability to prioritise tasks, meet deadlines, and work effectively under pressure.
- High-level computer literacy, including proficiency in the Microsoft Office Suite and demonstrated experience with social media platforms (e.g. Facebook, X/Twitter, Instagram).
- Sound understanding or the ability to quickly acquire knowledge of the legislative and policy framework relevant to Local Government operations, particularly in relation to finance, procurement, and community engagement.
- Current unrestricted C Class driver's licence, with the ability to travel throughout the Flinders Shire and to other locations as required.
- Demonstrated commitment to Council's Code of Conduct, Workplace Health and Safety standards, and Anti-Discrimination policies.

Desirable

- Photography and/or videography skills and experience, including editing and content creation for digital platforms
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Authorisation

Position Approved By: Barbra Smith, Director of Community Services & Wellbeing

Signature: _____ **Date:** _____

Receipt and Acknowledgement

I, _____ have received a copy of the attached position description. I have read this position description, and I understand all my job duties and responsibilities. I further understand that my duties may change on a temporary or regular basis according to the needs of the Council without it being specifically included in the position description. I will be notified of these changes in writing and have an opportunity to ask any questions with my immediate supervisor. I have discussed any questions I may have about this position description prior to signing this form.

Employee Signature: _____ Date: _____