

**Our Vision** *"Healthy, Vibrant, Prosperous and Connected Communities"* 

POSITION TITLE:		Senior Communications Officer			
AWARD CLASSIFICATION:		Victorian Local Authorities Award, 2001			
BAND:		6			
DEPARTMENT:		CEO			
LOCATION:		Beaufort			
INCUMBENT:					
<b>TERM OF TENURE:</b>					
START DATE:					
COMPLETION DATE	:	NA			
APPROVED DATE:		April 2025			
<b>REVIEWED DATE:</b>		April 2025			
PREPARED BY:		Jim Nolan, Chief Executive Officer			
COUNCIL VISION:	Sustainable and welcoming places and natural environments that create inclusive, happy, healthy, and connected communities				
MISSION:	<ul> <li>The role Pyrenees Shire Council will take to achieve our vision is to:</li> <li>Motivate and inspire community involvement</li> <li>Provide transparency and accountability</li> <li>Use resources efficiently and effectively</li> </ul>				
VALUES:	Our leadersł	ip values are:			
	Service	I will be part of the solution			
		I will strive to continuously improve how I work			
		I will do what I can to help get things done			
		I will do what I said I would do			
		I will treat all customers as equals			
	Integrity	I will not walk past a standard that I want to uphold and keep			
		I will honour the commitments I make			
		I will do what is right, not what is easiest			
		I will be transparent and accountable in my decision making			
		I will be accountable for my actions and inactions			
	Respect	I will be mindful of the impact that my words and actions have on others			
hespeer		I will strive to keep commitments			
		I will treat others as they deserve to be treated			
		I will encourage diverse opinions and perspectives, even when they challenge my own			
		I will include people in decisions that affect their work			

# The Pyrenees Shire Council is an equal opportunity employer



## **ORGANISATIONAL RELATIONSHIPS:**

Reports to:	CEO
Supervises:	Communications Officer
Internal Liaison:	All Council staff. Mayor and Councillors. Member of the Senior Leadership Team.
External Liaison:	Community and members of the public, local community organisations, Media,
	Government departments.

## **1. POSITION OVERVIEW:**

This role in coordination with the Communications Officer will:

- a) Prepare, co-ordinate and disseminate a range of communications to internal and external audiences, liaising closely with media outlets.
- b) Continually review and improve information to key stakeholders and facilitate effective two-way communications.
- c) Monitor and update website content and social media with the view of strengthening Council's capacity in digital communication.

## 2. POSITION KEY SELECTION CRITERIA

## 2.1 Position Key Selection Criteria

- a) A relevant tertiary qualification or substantial previous experience in a similar role.
- b) Well-developed oral and written communication skills.
- c) Ability to deal effectively with the community and media enquiries in a Local Government environment.
- d) Highly developed computer and software skills and knowledge (Adobe Creative Suite desirable).
- e) Experience in using Social Media platforms and web-based content management systems.
- f) Capacity to be flexible, to prioritise tasks, and manage own workload.
- g) Ability to work effectively and collaboratively with a wide range of individuals and groups.
- h) Experience in, and an understanding of Local Government is desirable.

## **3.** KEY RESPONSIBILITIES & DUTIES:

## 3.1 Position Responsibilities

## **Communications**

- a) Engage with the community utilising digital methods of communication.
- b) Provide communication support for key Council activities.
- c) Provide accurate, meaningful and timely responses to media enquiries.
- d) Prepare media releases and disseminate to appropriate media outlets.
- e) Work across the organisation to identify positive opportunities to promote the Council activities.
- f) Proofread a variety of promotional materials and articles as required.



- g) Assist staff in other business units with the production of corporate publications.
- h) Assist business units with the development of their communications strategies and plans.
- i) Assist the CEO to maintain a high standard of internal communications across the organisation.
- j) Prepare design and layout for key Council publications.
- k) Assist with setting up photo and footage opportunities and media briefings as required.
- I) Research and implement proactive social media content.
- m) Maintain Council's website and enhance homepage links and images.
- n) Utilise communication skills to assist other business units to aid in recovery from COVID-19.

## **Engagement**

a) Undertake community engagement activities in conjunction with other officers within the capacity of the position. If full-time, more significant levels of community engagement are expected. If part-time, limited engagement activities are expected.

#### 3.2 Corporate Responsibilities

- a) Comply with Council policies and procedures that are relevant to the position, including compliance with legislative obligations and behavioural expectations relating to equality, non-discrimination, anti-bullying, privacy, and Council's Codes of Conduct.
- b) Efficient and effective utilisation of Council's resources, including the reporting of property damage, theft, or other losses immediately.
- c) All staff shall create full and accurate records of work-related decisions and activities; and save these records into the corporate electronic document management system in accordance with Council's Records or Information Management Policies.
- d) In the event that the Municipal Emergency Management Plan is enacted, employees may be called upon to assist with emergency related functions under the Emergency Management Act 2013, including the provision of emergency response, relief, and recovery services to our community.

## 3.3 Child Safe Standards

- a) Pyrenees Shire Council is committed to providing an environment that protects children and young people; where children and young people are respected, listened to, valued, and encouraged to reach their full potential.
- b) All staff must adhere to Council's Child Safety & Wellbeing Policy and Framework and ensure that any reasonable suspicion of abuse or serious neglect to children or young people is reported.

## 3.4 Risk Management and Occupational Health & Safety

All employees must:

- a) Take reasonable care for their own health, safety, and wellbeing; and for the health, safety, and wellbeing of anyone else who may be affected by their acts or omissions in the workplace.
- b) Cooperate and abide with all safe working procedures developed by the Pyrenees Shire Council and any other action taken by Council to comply with relevant occupational health & safety legislation or regulation.
- c) Actively participate in the identification and documentation of workplace hazards, and the development of safe working procedures.
- d) Actively encourage other employees to work safely.
- e) Ensure Council's risk management and OHS policies and procedures are observed and complied with at a personal level.



- f) Understand, apply, and encourage others to observe Council's risk management and OHS policies and related procedures.
- g) Ensure the physical security of all property, equipment, and buildings within your area of control or influence.
- h) Report any incident resulting in personal injury immediately.
- i) Actively reduce Council's risk exposure by reporting any issue that may result in an insurance claim (or lead to potential future injury or loss) including incidents, security issues, and all safety hazards and near misses.





## 4. REQUIRED COMPETENCIES

The Pyrenees Shire Council's Capabilities Framework defines the core skills and abilities of the position in the organisation to achieve excellence and success, and to deliver its Council Plan and strategic priorities:

	LEADERSHIP TEAM (includes all expectatio	
Competencies	Expectations	Behaviours
Live PSC's Mission, Vision and Values	Be reflective and connect the purpose and practice of your work to the work of PSC. Link everything you do to the PSC's Mission, Vision and Values.	<ul> <li>Understand, articulate and give expression to PSC's Mission, Vision and Values to others.</li> <li>Take pride in being trustworthy.</li> <li>Represent PSC's highest standards through respectful and ethical expression of the Council's Mission and the shaping of a hope-filled future.</li> <li>Deal with others in an open, honest and respectful manner that fosters trust.</li> </ul>
	Understand the organisational direction, and PSC's Mission, Vision and Values, and translate this effectively into outcomes and work for the team.	<ul> <li>Confidently represent and give proper expression to PSC's Mission, Vision and Values.</li> <li>Create for all team members an understanding of the links between PSC's Mission, Vision and Values and the work of the team. Provide ongoing advice and feedback and make it a topic of conversation at team meetings.</li> <li>Encourage understanding of and commitment to PSC's Mission, Vision and Values in others. Recognise and reward individual and team behaviour aligned to the Mission, Vision and Values.</li> <li>Convey compassion and honesty in difficult situations, displaying balance and judgment.</li> </ul>
	Show courage, compassion, empathy and graciousness in all stakeholder dealings and communications, both internally and externally.	<ul> <li>Challenge others to meet PSC's standards of behaviour and call out inappropriate activity.</li> <li>Be honest with others even when there is personal cost or risk.</li> <li>Constantly model behaviour aligned to PSC's Mission, Vision and Values.</li> <li>Continually help others understand and relate to PSC's Mission, Vision and Values.</li> </ul>
Apply commercial acumen	Take action and complete tasks in compliance with your delegation of authority. Understand the context in which you carry out your day-to-day work and the contribution you make to the broader organisation.	<ul> <li>Show understanding of how resources (time, materials, staffing, etc) link to outcomes. Work to achieve budget or control costs.</li> <li>Establish methods for staying in tune with industry trends.</li> <li>Understand the wider environment in which PSC operates by keeping up-to date with new developments.</li> <li>Be aware of the commercial aspects of PSC; including stakeholders, services and funding that contribute to the financial sustainability of PSC.</li> </ul>
	Analyse and interpret information and use this information to make decisions.	<ul> <li>Actively develop a wide range of sector contacts to regularly conduct benchmarking activities and identify continuous improvement opportunities for PSC.</li> <li>Understand the challenges and opportunities of PSC and proactively investigate and develop options that improve performance by doing things that may be unique, leading-edge or new to PSC.</li> <li>Be willing to think beyond your own role by integrating knowledge across different areas of the organisation and adopt broader thinking about how your work contributes to the core business of PSC.</li> <li>Know the bigger picture in which you operate by understanding the history, Mission, identity, Values, organisationa structure.</li> </ul>



	Formulate mid-term and long-term strategies that improve commercial sustainability of every organisational area. Make effective business decisions that are evidence-based and informed by industry and financial reality.	<ul> <li>Use knowledge of environment to suggest new services that generate new revenue or commercial opportunities for PSC.</li> <li>Identify ways to use resources flexibly and innovatively to maximise benefit to PSC.</li> <li>Be able to perceive where PSC needs to go (strategic direction) and then work backwards to connect how what you do (job purpose) supports the bigger picture (strategy).</li> <li>Consistently demonstrate strategic, integrated systems thinking and acting by perceiving and building linkages across work areas.</li> </ul>
Adapt to and lead change	Understand that PSC needs to make changes and maintain effectiveness when experiencing change.	<ul> <li>Think positively and remain open-minded even when faced with obstacles.</li> <li>Be resilient and flexible in approach to work.</li> <li>Think creatively when implementing change initiatives in the context of your work.</li> <li>Listen to the changes proposed, provide feedback and contribute to new solutions.</li> </ul>
	Adapt working practices for self and team in time of change for easy adoption and acceptance.	<ul> <li>Proactively consider the impact of change on people and their personal circumstances and ensure this is addressed in your actions and communications.</li> <li>Communicate with clarity in order to reduce ambiguity and to create clear direction in times of change.</li> <li>Cascade the impact of change initiatives into working practices and processes for the staff in a work unit/directorate/faculty or location.</li> <li>Use a range of techniques including group brainstorming to generate creative solutions to the change challenges.</li> </ul>
	Motivate others to accept organisation wide changes that are being initiated and establish plans to ensure change management initiatives are successful and achieve the desired outcomes.	<ul> <li>Encourage others to be flexible and understand the impact and benefits of change.</li> <li>Be enthusiastic and energetic about potential changes. Clearly present the business case for change.</li> <li>Anticipate and take actions to address the emotional impact of change.</li> <li>Challenge the status quo; do not be constrained by routine and the way things have always been done.</li> </ul>
Deliver stakeholder centric service	Carry out personal actions and tasks with a stakeholder focus and community outcomes in mind.	<ul> <li>Respond to requests for service in a timely and thorough manner.</li> <li>Do what is appropriate to ensure stakeholder expectations are met.</li> <li>Prioritise stakeholder needs.</li> <li>Follow up to evaluate stakeholder satisfaction.</li> </ul>
	Plan and direct team activities on a daily basis with stakeholder impact in mind, community focus at the core and achievement of strategic objectives as the outcome.	<ul> <li>Take measured and judicious risks to serve the interests of stakeholders.</li> <li>Bring appropriate people together as a team to address service initiatives and challenges in an efficient and effective manner.</li> <li>Demonstrate service excellence in day-to-day work.</li> <li>Promote service excellence behaviour and reward staff who exhibit this behaviour.</li> </ul>



	Create and disseminate mid-term and long-term organisation initiatives with clearly outlined impacts to stakeholders; promote stakeholder focus within own organisational area and establish mechanisms that ensure stakeholder feedback is gathered and used.	<ul> <li>Actively seek out firsthand service feedback, even in difficult situations, and use it to make improvements in services.</li> <li>Establish and maintain relationships with stakeholders and foster trust and respect.</li> <li>Create programs to help the organisation serve stakeholders more effectively.</li> <li>Make service excellence part of the culture for those with whom we work.</li> </ul>
Collaborate effectively	Cooperate and collaborate with others to achieve individual and team goals	<ul> <li>Demonstrate high levels of personal engagement and inclusiveness amongst peers.</li> <li>Be visible and accessible to colleagues; communicate openly and widely to share information and knowledge.</li> <li>Be a team player; share information and see the benefits of working as a team.</li> <li>Keep others informed and up to date about what is happening.</li> </ul>
	Work with others to build the conditions for team effectiveness.	<ul> <li>Create strong morale and spirit amongst own team by working to remove barriers to collaboration.</li> <li>Define success in terms of the whole team and support stages of team growth and maturity.</li> <li>Recognise and reward the contribution of others.</li> <li>Ask others for their views and opinions when making decisions and plans.</li> </ul>
	Creatively build linkages to coordinate effort and action in pursuit of efficiencies and economies of scale between organisational areas within PSC.	<ul> <li>Balance leadership of own area with the wider organisational agenda to achieve successful outcomes.</li> <li>Forge connections and maintain effective relationships across the organisation.</li> <li>Support and foster organisation-wide initiatives.</li> <li>Enable collaboration and cross-functional teams to achieve organisational area priorities.</li> </ul>
Communicate with impact	Communicate clearly based on facts and logic; listen and respond appropriately to others.	<ul> <li>Provide accurate and timely information in the right amounts to others to support their work.</li> <li>Convey facts, concepts and technical information clearly and concisely, using terms that most people can understand.</li> <li>Pay attention and listen to others, taking time to build rapport.</li> <li>Demonstrate respect for others and how they are feeling.</li> </ul>
	Tailor communication approach to the audience or situation; win support from others to create a positive impact and successful outcomes.	<ul> <li>Seek to understand the perspectives of others.</li> <li>Listen to and be sensitive towards others' motives, concerns, interests and views; adapt communication style, language and context accordingly.</li> <li>Have awareness of and relate to people from diverse backgrounds.</li> <li>Provide the information that people need to do their jobs and feel good about being a member of the team/ organisational area.</li> </ul>
	Influence others, including high-level stakeholders, using appropriate communication strategies to further organisational area needs while achieving win-win outcomes.	<ul> <li>Respond appropriately to feedback in real-time; be able to "think on your feet" when seeking to influence others.</li> <li>Utilise various means and methods of communication to ensure messages effectively reach intended parties across the organisation.</li> <li>Take into account people's different styles and personalities, and their unspoken thoughts and feelings.</li> <li>Be aware of and responsive to the emotional states and responses of others.</li> </ul>



Coach and develop	Take responsibility for one's own personal growth and skill development and actively seek out opportunities for learning and self-improvement. Actively coach direct reports and others within the organisation and conduct regular career development discussions. Create an environment within the organisational area that promotes development and learning.	<ul> <li>Be personally committed to and actively work to continuously improve yourself.</li> <li>Understand that different situations and levels may call for different skills and approaches.</li> <li>Work to deploy strengths and compensate for weaknesses and limitations.</li> <li>Seek out opportunities for personal growth and development.</li> <li>Have regular development conversations and set clear performance and development goals.</li> <li>Assist in unblocking barriers to development.</li> <li>Celebrate success, openly recognise individual and team achievement and give credit where credit is due.</li> <li>Delegate tasks and decisions without deferring responsibility.</li> <li>Model your own commitment to development by sharing your development objectives with peers and teams.</li> <li>Actively orchestrate learning opportunities for staff by establishing processes that promote learning from each other, both within and across departments.</li> </ul>
and accountable for achieving excellencedelivering results through self- examination, perseverance, adhering to regulatory obligations and applying policies and procedures that inform the	examination, perseverance, adhering to regulatory obligations and applying policies and procedures that inform the legal and risk responsibilities of one's	<ul> <li>Undertake functional succession planning. Look for candidates to promote internally.</li> <li>Empower the team by giving real ownership for delegated activities.</li> <li>Maintain the practice of self-reflection and renewal; examining and nourishing self upon the core values of the Mission, Vision and Values of PSC.</li> <li>Be accountable to identify and connect legal and risk responsibilities back to your role and know where to find the relevant policies and procedures, particularly the PSC Code of Conduct.</li> <li>Fulfil all commitments made to peers, co-workers, supervisors and customers; take personal responsibility and accountability of your work and seeing efforts through to completion. Be honest about mistakes.</li> <li>Persist with assigned roles and tasks until completion, while seeking support when required.</li> </ul>
	Understand the purpose of PSC governance policies and procedures and be confident to take ownership of issues to manage risk actively in the best interests of PSC; act to make incremental improvements. Set and work towards outlines/ agreed goals. Understand and apply the language and terminology of legal risk and authority to skilfully manage issues	<ul> <li>Act in the interests of PSC by knowing the limits of your own legal and risk knowledge and by knowing when to escalate issues to your manager or subject matter experts for high-level decision-making.</li> <li>Be confident to take ownership of issues that have potential legal and/or risk implications and know who to go to for information and support to work the issue through.</li> <li>Take action to improve performance without being directed to do so.</li> <li>Always look for new and better ways to do things.</li> <li>Be bold in expressing your opinions and be able to stand alone to champion an idea or business case.</li> <li>Understand and apply the language and terminology of governance to confidently and appropriately identify, label and manage issues and consequences at the local level to see an issue through to resolution.</li> <li>Set stretch goals/targets (challenging but achievable) with relevant metrics for self and others; work hard to meet</li> </ul>
	through to resolution on behalf of PSC.	<ul> <li>them.</li> <li>Defy inaction and conventional wisdom to make change happen</li> </ul>



Know PSC work processes and systems	Confidently use PSC's processes and systems to efficiently carry out day-to- day work. Manage and organise processes and systems to maximise work efficiencies and work effectiveness.	<ul> <li>Demonstrate use of core office applications and other technologies in use in your field of work; ensure the accuracy of data entry and output in support of accurate and timely reporting.</li> <li>Use computer, telecommunications and audio-visual equipment or other technologies used by the organisation in relation to your work.</li> <li>Accept responsibility for own performance to deliver work activities on time and to the required standard in agreement with your nominated supervisor.</li> <li>Understand the steps in work flow to achieve outcomes that appropriately utilise available systems and procedures.</li> <li>Demonstrate a sound understanding of systems, processes and technology relevant to your job and identify and select the most appropriate tools for assigned work, including PSC records, information and knowledge management functions and systems.</li> <li>Manage own and team workload by planning and prioritising work activity and use time management methods to meet deadlines and achieve agreed goals.</li> </ul>
		<ul> <li>Contribute to the planning for projects and, as required, communicate the project strategy and its expected benefit to others.</li> <li>Identify ways to improve systems that are used by the work unit and support the implementation of business improvement initiatives and the introduction and roll-out of new technologies.</li> </ul>
	Apply whole-of-systems thinking to identify the ways in which PSC's processes and technology can be leveraged across your organisational area.	<ul> <li>Manage workload for others by planning team/unit operational activity, setting priorities, providing timely support and considering the impact of work across other areas.</li> <li>Implement and manage project objectives and deliverables, control and monitor project resources and activities, and report on outcomes in accordance with internal processes.</li> <li>Lead your organisational area to achieve efficient and effective outcomes using the systems, tools and governance structure of the organisation.</li> <li>Proactively seek advice from appropriate technical experts to leverage information, communication and other technologies to improve outcomes.</li> </ul>
Make informed Identify and utilise key data and decisions information available within PSC to make informed decisions.		<ul> <li>Demonstrate a sound understanding of PSC (business) functions, terminology and processes.</li> <li>Have knowledge and awareness of relevant information sources to aid research and analysis.</li> <li>Be bold and express your opinion that is based on fact in order to aid team decisions and discussions.</li> <li>Employ a methodical and logical approach when analysing information to make informed conclusions and decisions that are based on fact.</li> </ul>
	Make timely and evidence-based decisions and challenge the decisions of staff to ensure they undertake the same.	<ul> <li>Look beyond the obvious and recognise patterns and trends to draw out key information from complex data.</li> <li>Seek team input into decision-making where appropriate and coach for improved evidence-based decision-making in direct reports.</li> <li>Approach decisions from a high-level, systems perspective to identify broader contextual issues, constraints and objectives that may affect business outcomes.</li> <li>Interpret data to make causal links and consider consequences of actions before making evidence-based decisions.</li> </ul>



Work through the formal and informal	•	Understand the formal and informal decision makers and processes, and how decisions are made and influenced, at
decision-making structures in PSC to		PSC.
effectively interpret complex	•	Interpret complex information to provide expert advice that has been rigorously considered and supported by a
information and make decisions that		clear rationale.
have a clear rationale.	•	Challenge others to make tough choices and support them in achieving support and buy-in from others.
	•	Anticipate and think ahead by considering the multiple causal links and next steps in a complex situation before
		making a decision on the way forward.



#### 5. ACCOUNTABILITY AND EXTENT OF AUTHORITY

a) The officer is responsible for maintaining a high standard of communications across the organisation and reports to the Senior Communications Officer for all media items and publications. These are subject to approval by the Chief Executive Officer.

#### 6. JUDGEMENT AND DECISION-MAKING

- a) Objectives are well defined with the particular method, technology, process or equipment selected from a range of available alternatives.
- b) The work involves problem solving, using procedures and guidelines and the application of professional knowledge, or knowledge acquired through relevant experience. Problems are occasionally of a complex or technical nature with solutions not related to previously encountered situations and some creativity and originality is required.
- c) Show initiative and innovation in approach to all aspects of the position.
- d) Determine own work priorities and complete tasks within the allocated time frame and timelines.
- e) Guidance and advice is generally available within the time required to make a choice.

#### 7. INTERPERSONAL SKILLS

- a) Well-developed oral and written communication skills.
- b) Well-developed problem-solving skills.
- c) Be self-motivated, proactive and able to work independently.
- d) Ability to be able to work within a team environment.
- e) The ability to establish and sustain positive working relationships, both internal and external to the organisation.
- f) Ability to manage conflicting priorities.
- g) Ability to focus on specific tasks and responsibilities consistent with the position.
- h) Prepare external correspondence and media articles.

#### 8. MANAGEMENT SKILLS

- a) Ability to work with minimum supervision.
- b) The officer will be skilled in managing time, setting priorities and planning and organising their own work so as to achieve specific and set objectives in the most efficient way possible, and with the resources and time available.
- c) The ability to gain co-operation and assistance from customers, members of the public and other employees in the administration of communications and community engagement services.

#### 9. SPECIALIST KNOWLEDGE AND SKILLS

- a) Capable writer and proof-reader with high attention to detail.
- b) Knowledge and Experience in using online and social media.
- c) Understanding of key internal and external communication tools.
- d) Broad knowledge of all Council services and officers responsible for providing those services.
- e) Sound knowledge of customer service principles.
- f) Proficient in the use of computers and computer software relevant to the position.



- g) Ability to show initiative in approach to all aspects of the position.
- h) Ability to assist in the preparation of routine reports and drafting of correspondence.

The position requires an understanding of:

- a) The organisational context of the position, including relevant policies, regulations and precedents.
- b) The underlying principles involved in marketing and communication practices.
- c) Knowledge of marketing and communications theory and practice, including brand development and management.
- d) Ability to apply knowledge and understanding of visual standards to marketing material.
- e) Ability to apply Public Relations industry best standards.

#### **10. QUALIFICATIONS AND EXPERIENCE**

a) The position requires skills and knowledge gained through the completion of a degree or diploma in marketing, journalism or communications. Alternatively, the skills and knowledge may be acquired though a lesser qualification with relevant experience and work skills.

#### **11. AUTHORISATION**

The following signatures are required to indicate understanding, agreement, and approval of the position description. This position description is current at the date of issue and is subject to review at least annually, in collaboration with the employee.

Employee signature:		Supervisor signature:		
Employee name:		Supervisor name:		
Date:		Date:		
CEO signature:		Manager People &		
	Jim Nolan	Culture signature:	Norman Prueter	
Date:		Date:		