

POSITION TITLE:	Senior Public Relations Officer
POSITION NUMBER:	10655
AWARD:	Queensland Local Government Industry (Stream A) Award – State 2017
AWARD CLASSIFICATION:	6
REPORTS TO:	Coordinator Public Relations and Events
DEPARTMENT:	Communities

ABOUT US

Our vision

A progressive region creating opportunities for all.

Our mission

We are a council committed to continuous improvement, a sustainable future and efficient investment in our communities.

Our values

- Respect and integrity.
- Accountability and transparency.
- Providing value.
- Commitment and teamwork.

OBJECTIVE OF THIS ROLE

Coordinate the day-to-day operations of the public relations and events team.

Drive engaging, effective and strategic storytelling through communications channels that positively influence the image of Central Highlands Regional Council.

KEY RESPONSIBILITIES IN THIS ROLE

1. **Supervision.** Oversee the day-to-day operations of the public relations and events team.
2. **Service Delivery.** Deliver internal and external public relations services across a range of channels to support the objectives of council's corporate plan and operational plan.
3. **Effective Relationships.** Build productive relationships with key personnel and influencers throughout the organisation and externally.
4. **Brand Management.** Manage and protect council's brand by implementing the organisation's style guide, editing, proofreading, overseeing graphic design and ensuring consistent messaging.
5. **Professional advice and support.** Support the coordinator public relations and events to provide advice on public relations matters to colleagues, the executive leadership team and councillors.

6. **Monitoring.** Monitor the effectiveness of public relations strategies and activities and recommend enhancements where appropriate.

Additionally, this position may be required to conduct other duties as lawfully directed by the reporting manager.

ABILITIES, SKILLS AND KNOWLEDGE REQUIRED

Mandatory:

- Competent in Microsoft Office Suite.
- Ability to contribute to team direction by coaching, mentoring and leading by example according to council's values.
- Thorough knowledge of public relations and media relations principles, tools and practices, preferably in a local government environment.
- Demonstratable excellence in writing, editing and proofreading for a variety of media.
- Experience in preparing public relations strategies including activity development, monitoring, implementation and reporting on effectiveness.
- Experience in content development and management for website, intranet and social media.
- Demonstrated experience in project planning to manage resources and timeframes that deliver expected outcomes.
- Basic skills in photography and videography.

Desirable:

- Experience with the Adobe Creative Suite.
- Experience in the use of Wordpress content management system.
- Previous local government experience.

QUALIFICATIONS, EDUCATION AND LICENCES REQUIRED

Mandatory:

- A degree in communications, public relations, media, marketing or a relevant field and/or at least three years' experience in a similar role.
- Minimum of Queensland C class provisional drivers licence.

Desirable:

- Working with Children Blue Card or willingness and eligibility to obtain.

KEY SELECTION CRITERIA

1. Proven ability to act as a role model for team, delegate tasks, manage workloads and provide direction where required.
2. Strong interpersonal and presentation skills to build relationships both internally and external to the organisation.
3. Strong experience in a wide range of public relations principles and tools, including traditional media, branding, digital and social.
4. Outstanding research, writing, editing and content creation skills across all communications channels and for a wide range of audiences.

- Demonstrated experience in project planning, working as part of a team or individually, managing competing priorities and working to tight deadlines.

CORPORATE REQUIREMENTS YOU MUST MEET

- Commitment to council's vision, mission and values.
- Compliance with council's code of conduct.
- Adherence to all relevant council policies and procedures, certified agreement, your contract of employment and relevant legislation, including the *Queensland Local Government Act, 2009* and *Queensland Work Health and Safety Act, 2011*.
- Commitment and adherence to Central Highlands Regional Council's customer service charter.
- Compliance with all relevant and necessary pre-employment checks required for this role.
- Commitment to council's corporate plan.
- Commitment to equal employment opportunity, diversity and merit principles.
- Commitment to ensuring a workplace free from bullying, harassment and discrimination.
- Efficient and effective utilisation of resources as allocated under the level of responsibility for the position.
- Commitment to change management

ELIGIBILITY AND PRE-EMPLOYMENT CHECKS

To be appointed to a permanent position, you must be an Australian citizen, or have permanent residency status, or a visa permitting you to work in Australia permanently. If you have a visa permitting you to work temporarily in Australia, you may be appointed to a temporary or casual position, providing the work complies with the conditions of your visa.

The pre-employment checks relevant to this position include:

- Right to Work in Australia.
- Medical Assessment including drug and alcohol testing.
- Working with Children check.
- Reference checks.

CORE COMPETENCIES WE NEED FROM YOU

Competency	Definition	Level
Delivering Results	Having the ability to set objectives for yourself and others, taking a forward looking perspective, and delivering successful outcomes within agreed parameters.	2
Communication	Identifying and using appropriate communication styles and methods, taking into consideration the audience and the desired outcome. Building and maintaining effective working relationships with key stakeholders, both internal and external.	3
Initiative and innovation	Anticipating situations and problems, finding appropriate solutions, grasping opportunities for improvements and taking	3

	ownership for continuous improvement that goes above and beyond the call of duty.	
Flexibility	Being able to adapt your thinking and behaviour to suit different situations and changing circumstances. Taking other people's views on board, accepting new and different ways of working and encouraging others to embrace change.	2
Teamwork	Having the ability to work as part of a team, actively encouraging team working and recognising the role you play as part of the CHRC team.	2
Commitment to Council	Being willing and able to align your own behaviours with the objectives, goals and values of council; acting as a role model and promoting the values to others.	3
Customer service	Aligning your behaviour with the council's customer service charter to ensure both internal and external customer needs are met; taking a positive attitude, showing commitment and having a can do approach.	2
Workplace Health & Safety	Taking reasonable care for the health and safety of yourself and others, complying with reasonable instruction and co-operating with council policy and procedure.	2

A copy of the Competency Handbook is available on the Central Highlands Regional Council website under 'Careers with Council'.

GENERAL OBLIGATIONS

1. This is a description of the job as it is presently constituted. Council will regularly review position descriptions and appropriately update them to ensure that they relate to the job being performed, or to incorporate whatever changes are being proposed. Where appropriate, employees will be consulted on the changes and employees are expected to participate in consultation.
2. Whilst employment is in the position described in this document it is understood that employment is with Central Highlands Regional Council. In the event of organisational change or restructure, council may require employees to undertake other roles for which they are qualified and capable of performing.
3. Employees may be required to undertake a variety of duties not related to their substantive role in the times of disaster or significant exceptional operational circumstances.
4. All employees are responsible for making and keeping records in accordance with legislation, information standards and other relevant guidelines and procedures.
5. Failure to maintain any licence or qualification, which are a condition of your employment, may result in demotion or termination as council is unable to guarantee your transfer to a position not requiring said licence/qualification.

Please sign below if you have read, understood and accepted the responsibilities of this position as outlined in this position description.

Name _____

Signature

Date

