



Communications Officer

Position Description

Position number: OC003



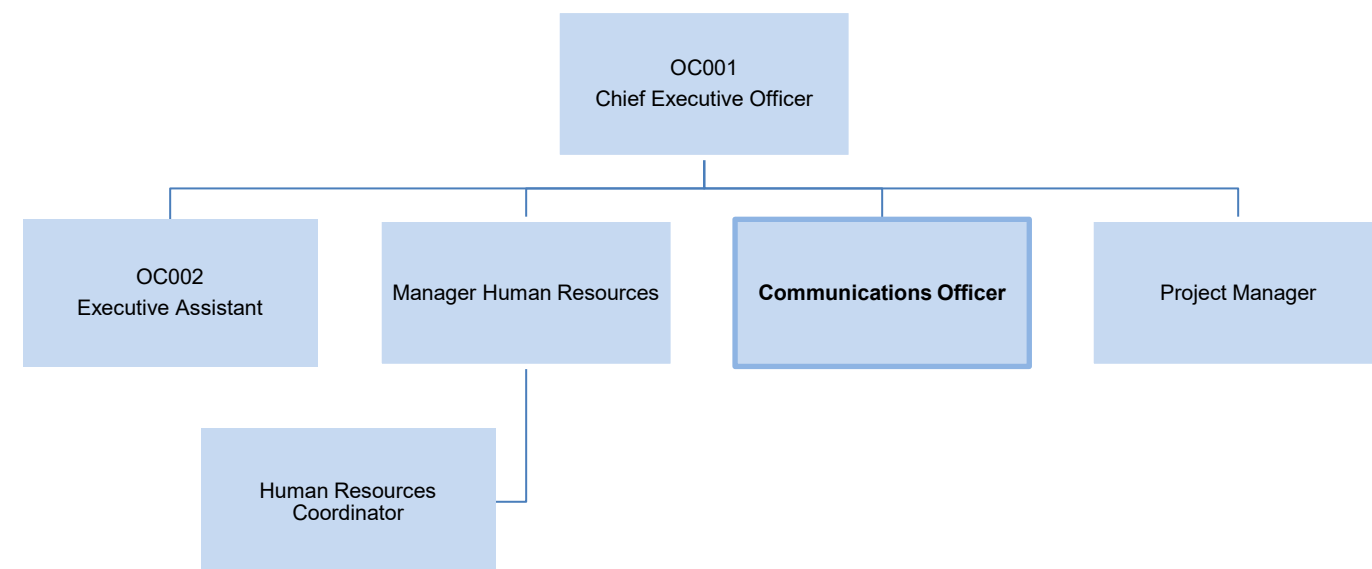
POSITION DESCRIPTION

Position	Communications Officer
Department	Office of the CEO
Location	87 Throssell Street, Collie WA 6225
Reports to	Chief Executive Officer
Supervises	Nil
Hours of Work	76 hours
Level	Level 3
Position number	OC003

Position Objective

Provide the Shire's corporate communications and social media function, including maintaining a consistent public voice and brand for the Shire across social media, the website and published Council material, and providing communications and media support to the Office of the CEO.

Workforce Structure



Our Vision

Collie – Nature at our doorstep, community at heart.

Our Mission

The Shire of Collie delivers high-quality local services, advocates for Collie, and fosters partnerships to achieve better outcomes – guided by the community's vision and balanced by responsible financial management.

Our Values

The core values at the heart of the Council's commitment to the community are:

Integrity

Transparency

Accountability

Collaboration

Respect

Our Commitment to Community

We will lead the delivery of our vision

We will support local business wherever possible

We will consult and engage with our community on issues that affect them

We will encourage, welcome and value feedback

We will encourage, support and advocate for our community

Key Duties

Communication & Social Media

- Monitor media communications and public relations matters, liaising with the CEO and/or Shire President where required.
- Review and monitor all media relating specifically to the Shire of Collie, including the drafting of Media Releases and responses to media questions.
- Monitor the Shire of Collie's Facebook page and other social media platforms, including reviewing posts, comments, and messages.
- Respond to social media enquiries and comments in a timely, professional and courteous manner, in accordance with Shire policies and CEO guidance.
- Escalate sensitive, complex or high-risk issues to the CEO or Manager Human Resources as appropriate.
- Post already-drafted content to social media and coordinate the website posting when supplied by others.
- In conjunction with the Executive Assistant, monitor and manage the Cr_Communications email account, responding to emails where appropriate.
- Co-ordinate media and newspaper advertising liaison for the Shire.
- Post job vacancies to the Shire's Facebook page and coordinate the Shire website posting.
- Ensure endorsed branding and presentation quality is consistently applied across the organisation, including organisational documents, reports, publications and promotional material.

Council Governance & Administration Support

- Produce the monthly Council page in the Bulletin newspaper and the monthly Councillor Newsletter.
- Prepare and review all Shire corporate reports, publications and promotional material, ensuring endorsed branding and presentation quality is consistently applied (ie: Strategic Community Plan, Annual Report, Budget, etc).
- Develop and maintain template corporate branding and documents (ie: Template letter format, template email footer, staff uniform branding, etc).
- Maintain all Shire Notice Boards including staff Notice Boards, Library, Pool, Recreation Centre and Public Notice Boards.

General

- Ensure communications published on the Shire's behalf are consistent with Council's Code of Conduct and comply with the Privacy and Responsible Information Sharing Act 2024 (WA) where personal information is involved.
- Maintain accurate records of communications and social media activity in compliance with the State Records Act 2000, including recording corporate communications material in the Shire's Electronic Document Management System.
- Undertake other communications-related tasks and projects as requested by the CEO.

Selection Criteria – Qualifications and Experience

Essential Criteria

- Demonstrated experience in a communications, media, marketing or public relations related role.
- Highly developed facilitation and public relations skills with exceptional attention to detail.
- Ability to communicate effectively, verbally and in writing.
- Possess high level written communication skills that result in effective and appropriate communication with a broad range of people internal and external to the Shire.
- Ability to establish and maintain effective working relationships with employees, supervisors, other agencies and the public.
- Ability to work under limited direction to improve and enhance processes and practices.
- Ability to work independently and in a team environment with the initiative to undertake planning to determine priorities and ensure deadlines are met.
- Proven experience in the use of Microsoft Office products, including advanced word processing and intermediate Excel spreadsheet skills with excellent attention to detail.
- Proven experience using social media platforms, particularly Facebook, in a professional or organisational context.
- Understanding of local government communications obligations, including privacy requirements under the Privacy and Responsible Information Sharing Act 2024 (WA) when publishing content involving personal information.
- Sound judgement and discretion when responding to public enquiries.

Desirable Criteria

- Previous experience in Local Government or a working knowledge and understanding of functions of Local Government in Western Australia.
- Experience with graphic design, content creation or website content management tools (e.g. Canva, CMS platforms).

Ongoing Performance

All employees are required to participate in an Annual Performance Review, where KPI's will be established by the line manager for the employee which meet the Shire's Strategic Objectives and Priorities.

Training

Willingness and aptitude to undertake further training and professional development to maintain knowledge of industry trends, regulatory changes, technology as relevant and related matters.

Position Dimensions

Work Location:	Shire Administration Building, 87 Throssell Street, COLLIE WA 6225
Delegated Authority:	As defined by the Chief Executive Officer.
Driving Requirements:	C (Car) or CA (Car Automatic) class motor vehicle licence (preferable).

Extent of Authority

This position operates under the general direction of the Chief Executive Officer within established guidelines, procedures and policies of Council as well as statutory provisions of the *Local Government Act 1995* and other legislation.

Corporate Accountabilities

1. Employees shall demonstrate the Shire's Values, "Integrity, Transparency, Accountability, Collaboration, Respect" within the workplace.
2. All employees are bound by the requirements of the *Local Government Act 1995* to act with integrity, and in a way that shows a proper concern for the public interest.
3. Comply with Council's Employee Code of Conduct, management directives and approved policies and procedures.
4. Avoid participation in any activities that may represent a conflict of interest with Council transactions and your obligations.
5. Maintain obligations described within the Shire's Customer Service Charter.
6. Comply with all requirements for capturing corporate information and understand that the Local Government is the owner of all Intellectual Property rights in all documents, materials or other things created or contributed to by the Employee (whether alone or with others) in the course of their employment.
7. Exercise discretion and maintain confidentiality in dealing with sensitive and high-level issues.
8. Deliver effective use of Shire resources within the level of accountability for this position.
9. Ensure your own safety and health at work by undertaking your work duties in a safe and proficient manner. Exercise your duty of care by having thought and regard for others by ensuring that you avoid adversely affecting, the safety or health of any other individual through any of your acts or omissions at work as per Council's WHS policies and Work Health and Safety legislation.
10. Utilise safe working practices applicable to own work area and practices. Contribute to the identification of hazards and risks and participate in their minimisation and/or appropriate corrective strategies.
11. Employees shall co-operate with the Shire of Collie in the carrying out of the obligations imposed on the Shire under Work Health & Safety legislation.
12. Provide an ongoing commitment to risk, emergency management and business continuity principles.