

POSITION DESCRIPTION

Communications and Events Officer
(POS1014, POS1015, POS1786)

Directorate:	Office of the CEO	Department:	Communications
Position Grade:	15	Reports to:	Communications Coordinator

Position purpose:

Provide end-to-end communications support to promote and maximise positive exposure for Liverpool council's activities and programs and to position Liverpool positively more broadly including as a place to do business and invest.

Key accountabilities/responsibilities:

- 1) Manage the communications and social media campaigns around key events during the calendar year;
- 2) Develop and implement high-quality communications plans and strategies to promote Council programs and initiatives including the production of Council's weekly newspaper advertising to a multiculturally diverse community;
- 3) Prepare internal and external communications materials including media releases, speeches and social media;
- 4) Liaise with media and make recommendations with regards to complex media issues management as and when required, developing and executing responses in conjunction with the Communications Manager and/or Communications Coordinator;
- 5) Establishing and maintaining productive relationships with journalists and other appropriate persons and identifying and pitching stories to metropolitan and national media that position Liverpool positively;
- 6) Liaise with a range of internal and external stakeholders including staff, businesses, community groups, State and Federal Government agencies and ministerial offices on a range of media activities including the generation and management of media opportunities and stories;
- 7) Update, manage and monitor content on Council's digital channels;
- 8) Monitor, track and analyse media issues that have the potential to impact on Council and its work and ensure management and staff are kept informed;
- 9) Other duties as required under the direction of the Communications Manager and/or Communications Coordinator including work outside of normal hours as required especially when key events are on.

Decisions made in the position:

- Management of end-to-end communications projects that have been assigned;
- Advise the Communications Manager and/or Communications Coordinator what information to release to the media, the community and internally in the interests of Council and the community;
- Responsible for solving problems, identifying potential opportunities and issues affecting Council and the community and working to develop effective strategies to respond in consultation with the Communications Manager and/or Communications Coordinator;
- Managing the development of marketing and communications collateral, ensuring it adheres to Council's corporate style guidelines;
- Engaging and managing suppliers to provide communications services for projects;
- Ability to exercise high levels of autonomy, while at the same time working effectively in a team-based environment that is outcomes focused;
- Exercising discretion, sensitivity and political awareness in a highly political environment;
- Making on-the-spot decisions daily on matters that have the potential to have a significant impact on Council; and
- Re-prioritising work at short notice in order to rapidly respond to emerging issues and multiple client demands.

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Decisions referred:

The following decisions are made in consultation with the Communications Manager and/or Communications Coordinator:

- Advising senior staff, mayor's office, CEO and designated media spokespeople on media issues and opportunities and on all matters that could impact on Council's image and reputation; and
- Final determination of what information is released to the media, the community and internally in the interests of council and the community.

Key issues/challenges:

- Achieving positive media when sometimes negative media and community perceptions/stereotypes of Western Sydney may exist;
- High volume, fast-paced environment;
- Competing and shifting priorities and multiple client demands;
- Ability to work outside of core hours including Council meetings and events
- Communicating with a multiculturally diverse community; and
- Managing internal and key stakeholder expectations.

Key working relationships:

- Media;
- Mayor, Councillors and external stakeholders including business and community groups; and
- Local members of Parliament (State and Federal) and/or their staff and senior departmental representatives.
- CEO, Directors and internal staff;

POSITION SPECIFICATION

Whilst the criteria described below is indicative of the nature of this role, for the purpose of this hiring process please only address the selection criteria listed in the job application.

ESSENTIAL CRITERIA

Qualifications/Licences

- Tertiary qualifications in journalism or communications or equivalent
- NSW driver's license

Experience

- Demonstrated high-level verbal and written communication and negotiation skills;
- Demonstrated high-level of events experience;
- Demonstrated experience in 'end to end' media and/or marketing campaign management to a high standard, balancing competing priorities under strict deadlines;
- Demonstrated experience as the 'first port of call' for media inquiries, preparing media responses and in preparing and pitching media releases or relevant media experience.
- Proven experience in managing social media and digital campaigns;
- Demonstrated experience developing and managing successful networks with key media personnel and in generating proactive media opportunities;
- Ability to handle high-profile and sensitive information, use rational judgement and identify emerging issues of political importance;
- Demonstrated ability to consult, negotiate and liaise with people at all levels of an organisation including staff, local members of Parliament (State and Federal) and/or their staff and senior departmental representatives; and
- Ability to participate in outside of core business hours Council meetings, events and respond to media inquiries as necessary.

Knowledge and Skills

- Knowledge of Work Health and Safety practices, the principles of Equal Employment Opportunity, ethical practice and multi-cultural diversity;
- Strong project management and time management skills;
- Strong customer service focus; and
- Highly developed written and verbal communication skills

DESIRABLE CRITERIA

Qualifications/Licences/Experience/Knowledge and Skills

- Experience working in local government

Our vision:

**Aspiring to do great things – for ourselves,
our community and our growing city.**

Our values:

Ambitious

Authentic

Collaborative

Courageous

Decisive

Generous