

POSITION DESCRIPTION

POSITION TITLE	Communications Officer – Strategic Projects
DIRECTORATE - SECTION	Office of the CEO – Customer & Public Relations
LEVEL - EBA	6 - Salaried
RESPONSIBLE TO	Manager Customer & Public Relations

OUR VISION

Connected Communities, Valuing Nature and Creating our Future Together.

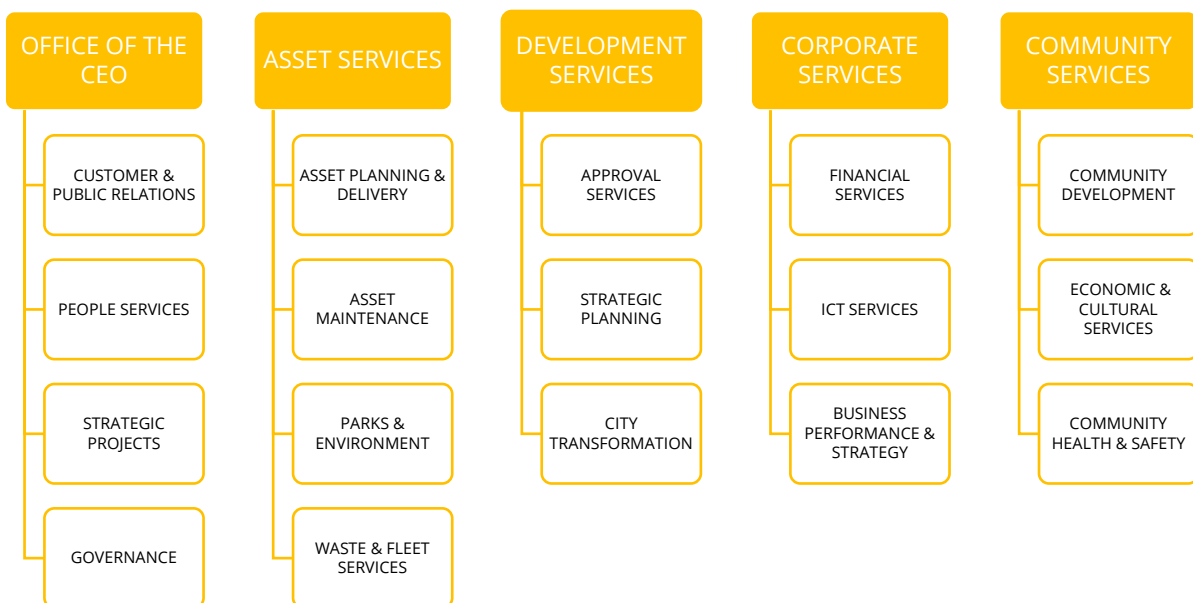
OUR SIMPLE GUIDING PRINCIPLES

Ensure everything we do will make Kalamunda socially, environmentally and economically sustainable.

OUR VALUES

- SERVICE** Provide excellent customer service at all times, through effective listening and understanding, in order to go beyond the commonplace when we serve others.
- PROFESSIONALISM** Maintain professionalism by upholding the corporate image, speaking carefully and acting quickly to ensure others know we are reliable, respectful and competent.
- QUALITY** Uphold quality and show initiative through clear thinking, planning mindfully, acting decisively, measuring carefully and regularly reviewing the goals to be achieved.

ORGANISATIONAL STRUCTURE & FUNCTIONS



THE OVERALL OBJECTIVE OF THIS POSITION

Work collaboratively across the organisation to develop, implement, and support targeted communication strategies for the ePMO's strategic advocacy projects. This role will focus on effective communication throughout all project stages, including planning, design, construction, and community launch, ensuring alignment with the City's objectives and community engagement standards. When additional capacity is available, the role will provide support to the Communications team's broader organisational communications needs.

KEY RESULT AREAS

STRATEGIC COMMUNICATIONS DEVELOPMENT

- Collaborate with the ePMO and project teams to design and deliver targeted communication strategies for strategic advocacy projects.
- Develop communication plans for all project stages, ensuring alignment with City objectives and community engagement standards.
- Provide clear, accessible, and timely communication to internal and external stakeholders about project milestones and outcomes.
- Contribute to building and maintaining the City's reputation by ensuring consistency in messaging and tone across all communications.

STAKEHOLDER ENGAGEMENT AND SUPPORT

- Foster positive relationships with stakeholders, including residents, community groups, media outlets, and government agencies.
- Act as a liaison between the ePMO and the Communications team to ensure consistent messaging and collaboration.
- Support community engagement activities that promote transparency and build trust in City projects.
- Identify and address stakeholder concerns proactively, ensuring their feedback informs project communications.

MEDIA AND PUBLIC RELATIONS

- Draft and distribute media releases, ensuring accurate representation of the City's initiatives.
- Coordinate with media outlets to promote advocacy projects and highlight achievements.
- Monitor public sentiment and media coverage, addressing issues promptly and effectively.
- Develop and maintain media kits, fact sheets, and other resources to support advocacy efforts.

CONTENT CREATION AND DIGITAL COMMUNICATIONS

- Produce high-quality written, visual, and digital content tailored to various audiences and communication platforms.
- Utilise digital tools, including social media, the City's website, and newsletters, to enhance project visibility and engagement.
- Maintain an up-to-date understanding of trends in digital communications to improve audience reach.
- Support broader Communications team activities when additional capacity is available.

WORKPLACE HEALTH AND SAFETY

- Employees must take reasonable care for their own health and safety and that of others who may be affected by their actions or omissions.
- Comply, so far as they are reasonably able, with any reasonable instruction given by the City to allow the City to comply with WHS laws.
- Cooperate with any reasonable policy or procedure of the City relating to health or safety at the workplace.

WORKPLACE COMPETENCY

Uphold the City's values of Service, Professionalism and Quality and demonstrate behaviours that reflect the organisations values, supports cross functional teams and meets customer and organisational needs.

TRAINING/QUALIFICATION(S)

- Possession of a relevant qualification and/or equivalent relevant experience in Communications, Marketing, Public Relations, Journalism or Advertising.
- Community Engagement Certificate or relevant experience

SELECTION CRITERIA

1. Proven experience in developing and implementing comprehensive communication and engagement strategies, including measurable outcomes such as increased stakeholder engagement, improved public sentiment, or enhanced project visibility.
2. Demonstrated ability to collaborate effectively with internal stakeholders, evidenced by successful coordination across departments or teams to achieve shared communication goals.
3. In-depth knowledge of local government functions and statutory requirements, with practical experience in aligning communications with community-focused and strategic project objectives.
4. Track record of delivering high-quality, accurate written and visual communications, including reports, media releases, visual presentations, and community updates, with examples of positive stakeholder feedback or successful outcomes.
5. Practical experience in public relations, media relations, and community engagement, specifically for local government or comparable organisations, with measurable results such as increased media coverage or successful community consultation outcomes.
6. Proven ability to plan and execute communication strategies for large-scale projects, achieving specific performance indicators such as deadlines, budget adherence, or stakeholder satisfaction.
7. Advanced proficiency in MS Office and design software (Adobe Creative Suite, etc.), and demonstrated use of social media platforms and content management systems, with examples of digital campaigns or online initiatives that improved engagement metrics.

PHYSICAL REQUIREMENTS

The City welcomes people with a disability to apply for this position. Reasonable workplace accommodations and aids are available as required.

- Ability to use computers to read, analyse and produce written materials.
- Hearing, vision and cognitive abilities required to engage with members of the public/stakeholders and other staff by phone, in person and in writing.
- Able to sit for extended periods of time.
- Cognitive and psychological abilities required to problem solve in a demanding administrative context (guidance for complex problem solving is available).

DIVERSITY

The City of Kalamunda is committed to and values the advantages and benefits that equity, diversity, and inclusion (EDI) brings to all its staff. The City seeks to integrate the principles of EDI throughout the organisation, to enrich our perspective, improve performance, increase community value, and enhance the probability of achievement of our goals and objectives.

DRIVERS LICENCE

1. Possession of a current 'C-A' (Automatic) or 'C' (Manual) class driver's licence allowing the holder to drive legally in Western Australia.

AGILITY

This position description reflects the City's requirements at a point in time and is subject to change. The City may modify this position description at any time, provided the skills, qualifications, competence and training remains within a reasonable range of the original position.

REVIEWED BY: Manager Customer & PR
DATE PD REVIEWED/APPROVED: 18 November 2024
