

# Position description

## Communications and Marketing Assistant

### Summary information

|                         |                                                 |                         |                         |
|-------------------------|-------------------------------------------------|-------------------------|-------------------------|
| <b>Section</b>          | Communications and Marketing                    | <b>Directorate</b>      | Chief Executive Officer |
| <b>BCC number(s)</b>    | BCC1075                                         | <b>Position type</b>    | Permanent, full-time    |
| <b>Grade</b>            | Grade 7                                         | <b>Skill descriptor</b> | Band 2 Level 1          |
| <b>Reports to</b>       | Senior Coordinator Communications and Marketing | <b>Direct reports</b>   | No                      |
| <b>Approval limit</b>   | \$0                                             | <b>Release limit</b>    | \$0                     |
| <b>Created/reviewed</b> | November 2019                                   |                         |                         |

### Our values



**Teamwork**



**Customer Focused**



**Innovation**



**Commitment to Safety**

Our aspiration to be the best council in Australia is reflected in our workplace values of Teamwork, Customer Focused, Innovation and Commitment to Safety. These values define who we are, what we do and how we do it. They are the basis of our culture, and influence the way we work with each other - and the way we serve our community.

It is our responsibility to apply and conduct ourselves in alignment with our corporate values. Collectively we can create a value-based organisation.

#### **Leadership is critical to all positions at Council.**

Leaders are responsible for providing direction and feedback to achieve business, operational and overall team performance objectives. They are responsible for enabling the success of their teams, and for ensuring their team can achieve all performance metrics whilst keeping each individual team member accountable. Our leaders are required to lead by example and provide coaching and support to enable their team's success.

Individual team members should engage positively with their leader to set and achieve business and operational objectives. They are responsible for taking ownership of their performance metrics to ensure they can achieve all their objectives.

### 1. Position purpose

This role is primarily responsible to assist the Communications and Marketing team in the development and implementation of all communication, promotional, marketing initiatives including advertising, branding, internal communications and social media.

The incumbent will comply with all applicable legislation, regulation and other law, including the NSW *Work Health Safety Act 2011*, Work Health Safety Regulation 2025 and Council's Safety system.

### 2. Qualifications and experience

#### Essential:

- Certificate III in Business Administration, Media, Marketing, Public Relations or equivalent
- Available to work outside ordinary hours in order to support Mayoral and Council commitments and formal events as required
- Current class C driver's licence.

#### Desirable:

- Tertiary qualifications in Communications, Public Relations, Journalism, or associated fields
- Demonstrated commitment to customer service
- Ability to work within a team environment
- Availability to work flexible working hours including providing support to Council outside of ordinary hours.

### 3. Authority

The incumbent has the authority to take any reasonable action that is consistent with the responsibilities of the position and to ensure the safe and efficient undertaking of work activities.

The incumbent's authority is subject to any limitation imposed by the management team, organisational policies, procedures and work instructions.

### 4. Key accountabilities

#### Position specific

- Assist the Communications and Marketing team to deliver online and multimedia communication and implement Council's social media strategy, including being a key social media publisher.
- Assist the Communications and Marketing team in active implementation of Council's approved Strategic Communications Plan and Council Branding strategy.
- Accompany the Mayor to formal events as required to support Council's social media communications output.
- Assist in the development and preparation of various corporate publications.

- If this role is identified as a position which undertakes coordination of volunteer programs as well as the supervision of volunteers when they are on site (not including work experience placements) you will be required to:
  - familiarise yourself with our volunteers policy and standards
  - implement the policy and follow this Managing volunteers standard in a consistent and fair manner
  - undertake training needed to effectively coordinate volunteers
  - allocate sufficient time to volunteer coordination.

#### **Work health and safety (WHS)**

- Implement, monitor and, or comply with Council's WHS system, including but not limited to work health and safety policies, standard operating procedures, risk assessments/work instructions and associated system tools in their relevant work area.
- Adequately familiarise yourself with your work health and safety responsibilities and actively fulfil these as indicated in the WHS Responsibilities guideline WHS001.
- If this role is identified as a position with 'Chain of Responsibility' requirements, as defined by the *Heavy Vehicle National Law* and Regulations, you will, as far as reasonably practicable, ensure the safety of the vehicles transport activities. This is not limited to preventing breaches of mass, dimension, load, speed and fatigue laws and regulations.
- If this role is identified as a position which undertakes child-related work, as defined by the *Child Protection (Working with Children) Act 2012*, the Child Protection (Working with Children) Regulation 2013 and the Office of the Children's Guardian, you will be required to maintain a current and valid Working with Children Check number, renewable every 5 years.

#### **Corporate**

- Contribute to a positive workplace culture that embraces diversity and fosters the welfare of all staff.
- Undertake all activities in line with approved governance practices, especially in relation to risk, fraud and corruption.
- Contribute to the delivery of outcome necessary to achieve the goals and objectives of Councils currently adopted Community Strategic Plan.

#### **Equal employment opportunity (EEO)**

- Demonstrate appropriate knowledge of, and commitment to, EEO principles and anti-discrimination law in the workplace.

#### **Environmental sustainability**

- Act in line with the *NSW Protection of the Environment Operations Act 1997*, the *NSW Local Government Act 1993* and seek to conserve and enhance our local environment, in consideration of Council's environmental sustainability policy through our work practices, programs and services.

## 5. Duties

- Coordinate all advertising bookings for Council in line with deadlines.
- Work with the Communications and Marketing team to implement the Council Strategic Communications Plan.
- Adhere to Council's media and social media policies.
- Assist the Digital Communications Officers with the day-to-day functioning of the Open Cities online web approvals.
- Assist with the team's purchasing and procurement requirements.
- Assist with promotion of Council's events program including promotions and sponsorships.
- Assist in generation awareness of Council's services and programs and the development of promotional aids such as media releases, newsletters, social media, marketing collateral and advertising copy.
- Maintain effective customer relationships with stakeholders, suppliers, sponsors, partners, and the media to ensure opportunities for the promotion of Council.
- The management of volunteers if required by the role.
- Other duties as directed consistent with the operations of Council.

## 6. Performance criteria

As per Council's performance management system.

## Acknowledgement and agreement

|                   |            |       |
|-------------------|------------|-------|
| <b>Employee</b>   | Name:      |       |
|                   | Signature: | Date: |
| <b>Supervisor</b> | Name:      |       |
|                   | Signature: | Date: |