



Position Description

MEDIA & ENGAGEMENT OFFICER



OUR VALUES



ACHIEVE TOGETHER

We collaborate internally and externally to achieve better outcomes together.

TAKE OWNERSHIP

We own our actions, decisions, and their impact on others. We learn from mistakes and contribute to solutions, building trust through honesty and integrity.



SHAPE THE FUTURE

We hold ourselves to a high standard and are empowered to achieve quality outcomes for our community – today, and for future generations.

INSPIRE AND UPLIFT

We bring our best self to our work, and strive to make a positive impact on our colleagues and community.





Position Description: Media & Engagement Officer

Position Number: Y025

Purpose: The position is responsible for effective engagement, to enhance the customer experience, through targeted and responsive media and communications.

Provide support and specialist communications/expert advice to stakeholders for the Shire's Media requirements and positioning. Support Shire media relations program, speech preparation, research and preparation of media releases, statements and responses, providing information for Shire newsletters (external and internal) and the website.

Role Responsibilities

- Work with stakeholders to deliver consistent messaging, across all media platforms, that supports the Shire's Plan and advocacy objectives, and promotes the Shire of York as a great place to Live, Work, Invest and Visit.
- Ensure that Specialist media and communications including media releases, responses, statements, columns, speeches and other publications are accurate and take into account political ramifications of activities and issues.
- Support the development and delivery of community engagement strategies working with teams across the Shire.
- Develop responses to enquiries and information requests from journalists or other relevant stakeholders that are accurate, timely and effective in influencing opinion.
- Contribute to the reputation and profile of the Shire of York in the media and community.
- Contribute to ensuring the Shire receives appropriate public recognition from the media, support agencies and the community for its role in various activities, services and programs.
- Provide specialist media and communications advice that considers political ramifications and outcomes.
- Ensure that the Shire's social media messages deliver intended message and are appropriate for audience, including the timely sharing of emergency information.
- Ensure that the monitoring of the Shire's social media sites is timely and effective and assesses site usage and impact with followers.
- Ensures the CEO and/or Executive Manager is aware of any difficult/sensitive issues when they arise.
- Be an active and engaged partner with all work teams across the Shire, who adds value by completing high quality work, is a positive team member and strives to support the values we seek to foster in our organisation.

Performance of Duties

- While on duty, staff will give their whole time and attention to the Shire of York's business and ensure that their work is carried out efficiently, economically and effectively, and that their standard of work reflects favourably both on them and on the Shire.
- Staff must also perform their duties impartially and in the best interests of the Shire of York uninfluenced by fear or favour.
- The Shire of York recognises its legal obligations under the *Equal Opportunity Act, 1984* and amendment 1992 and will actively promote equal opportunity based solely on merit to ensure that discrimination does not occur on the grounds of gender, age, marital status, pregnancy, race, disability, religious or political convictions.
- Staff must comply with all Shire policies and procedures including but not limited to *Operational Policy 08 Employee Code of Conduct*.

- Staff must comply with *State Records Act 2000 Record Keeping* requirements and legislation. All employees of the Shire of York are responsible for ensuring the records relating to the business activities of the Shire are captured into the electronic record system.
- The Council is committed to Work Health and Safety in all areas of the Shire's operations and requires the Officer to comply with the requirements of the *Work Health and Safety Act 2020*.

Essential

- Highly developed understanding of the media and journalism.
- Knowledge and demonstrated ability to create content across all communication platforms.
- Highly developed interpersonal and negotiating skills.
- Highly developed written communication skills including speech writing.
- Highly developed research and analytical skills and abilities.
- Highly developed time management skills.
- Ability to influence people and achieve consensus on outcomes.
- Ability to work with a high degree of autonomy.
- Demonstrated initiative and capacity to think clearly and logically.
- Demonstrated experience in planning and delivery of community engagement projects.
- Ability to work in a political environment with competing demands and objectives.
- Highly developed presentation skills.
- Current Police Clearance and Driver's License.

Desirable

- Tertiary qualification in public relations, journalism or related field
- Extensive experience in copywriting and proofreading within a public relations, journalism or communications role

Knowledge:

- Demonstrated analytical and research skills to produce accurate and informative communications.
- Ability to correctly use grammar, punctuation, and spelling to enable consistent and professional delivery of message.
- Highly developed interview and professional writing skills.
- Comprehensive knowledge of design, comprehension and accessibility standards and print and production practices.
- Comprehensive knowledge of media communication principles and practices.
- Sound knowledge of Local Government's roles and responsibilities in WA.
- Comprehensive understanding of corporate brand principles and application.
- Comprehensive knowledge of digital media technologies including social media and video and its application for positive organisational outcomes.
- Sound understanding of website principles including content management systems, navigation and design fundamentals.

Experience:

- Proven ability to work co-operatively and positively in a sensitive and confidential environment.
- Substantial experience in the field of journalism, communications, or public relations.
- Substantial experience in speech writing.
- Substantial experience in Stakeholder Management and influencing senior people within an organisation on media communications approach.
- Proven ability to work with and engage with community on specific projects and/or opportunities.

Level of Authority and Organisational Relationships

Reports to:

Chief Executive Officer

Direct Reports:

Nil

Internal Liaisons:

- CEO and Executive Managers
- other Shire staff

External Liaisons

- Media organisations
- Clubs and recreation bodies
- Local businesses and tourist operators
- Community, ratepayers and public
- Regional bodies and other Local Governments, State and Federal Government Agencies, Ministers and Funding bodies.

Classification: Level 5 Inside Staff EBA

Position Location: Administration Office

Position and Conditions Acceptance

Employee Name: _____

Signature: _____

Date: _____

Direct Manager Name: _____

Signature: _____

Date: _____

Last Position Description Review

Date: / /

Next Review Due

Date: / /