

LITCHFIELD COUNCIL
JOB DESCRIPTION**TITLE:** COMMUNICATIONS OFFICER**LEVEL:** Level 6**RESPONSIBLE TO:** Director Governance and Community

Position Status:	Continuing Employment - Full Time/Part Time	
Position Approved by: _____ Stephen Hoyne, Chief Executive Officer	 01/12/2025	Date:

POSITION OBJECTIVES:

This position is responsible for ensuring timely and effective communications, issues management and undertaking engagement activities using a range of communication channels to positively promote Council's vision, mission and priorities.

KEY RESPONSIBILITIES:**COMMUNITY ENGAGEMENT**

- Develop a framework for public consultation and community engagement for Council's activities, services and initiatives across a range of media channels.
- Develop and maintain a style guide that establishes and supports the Council's brand identity.
- Coordinate, facilitate and undertake community engagement initiatives including written surveys, mail outs, in-person focus groups, forums and online initiatives to elicit feedback from the community.
- Run effective social media campaigns on behalf of Council.
- Analyse responses to consultations and provide accurate and timely reports to Council and staff on findings and recommendations as required.
- Provide consistent updates on progress of projects, priorities, programs and services to the community, staff and other stakeholders.
- Develop and maintain a community engagement and consultation toolbox and resources to assist Council staff when considering stakeholder consultation.
- Attend and minute individual consultation engagements with stakeholders working with Council staff to arrange meetings from time to time as need arises.
- Source, develop, design, write and/or edit content for corporate publications, newsletters, advertisements, internet updates and social media posts.
- Promote a positive image of Council to Litchfield residents, ratepayers and the business community through various media and communication channels.
- Ensure valuable information regarding Council's activities and achievements reaches appropriate audiences.

- Prepare and advise on internal and external communications i.e. project plans, business cases, scope documents, memos, speeches, press briefings, press releases, newsletters etc. as required by the CEO.

COMMUNITY INFORMATION, EDUCATION AND PROGRAMS

- Promote community events on Council's website to increase community awareness and participation.
- Work with relevant staff on opportunities for community engagement and education.
- Support the development of Council's brochures and promotional materials to educate and inform the community on topical issues.
- Assist with the coordination of the Litchfield Council Australia Day community event and other community events.
- Assist key stakeholders with organising and coordinating functions, promotions, events, displays etc.
- Effectively utilise Council's social media sites and online tools to promote community activities, projects and programs and to respond to enquiries from the public.
- Attend relevant Council, community and industry association meetings, forums and workshops as required to keep abreast of current trends.
- Evaluate the effectiveness of community engagement activities and identify areas of improvement.
- Develop and maintain professional liaison and good working relationships with the media and associated stakeholders.
- Maintain high standards of customer service delivery standards.
- Meet all Occupational Health & Safety requirements and follow appropriate safety and health practices for self and others.
- Effectively use Council's record management system.

CLASSIFICATION CRITERIA

AUTHORITY AND ACCOUNTABILITY:

- Responsible for providing specialised advice on community engagement and public consultation.

JUDGEMENT AND PROBLEM SOLVING:

- This position requires a level of initiative and creativity in developing communication strategies, problem-solving approaches, and stakeholder engagement solutions that align with organisational objectives.

SPECIALIST KNOWLEDGE AND SKILLS:

- Strong understanding of contemporary consultation principles, techniques and practices including IAP2 Framework.
- Knowledge of the statutory requirements for public consultation under the Local Government Act and other relevant acts.
- Strong understanding of communication principles and techniques including online engagement, social media and publications.
- High level social media and interaction skills including the ability to facilitate and maintain online conversations and publications.
- Demonstrated understanding and experience with a range of communication tools including print and electronic news production, social media and advertising.
- Strong creative writing skills.
- Highly proficient in the use of Microsoft Office Suite programs and design tools (Adobe Creative Cloud, Canva).

MANAGEMENT SKILLS:

- Ability to manage minor projects through to completion.
- Ability to work autonomously and/or in a team environment.
- Ability to efficiently and effectively plan and use own time in setting priorities to achieve set objectives within set timelines.

INTERPERSONAL SKILLS:

- Ability to relate professionally with a diverse range of people.
- Exceptional interpersonal skills including persuasive skills, negotiation skills, conflict resolution abilities and specialist guidance.
- Highly developed written and verbal communication skills.

QUALIFICATIONS AND EXPERIENCE:

- Diploma in Communications, Public Relations, Social Science or other relevant field.
- Substantial experience in a communications and/or community relations.

KEY SELECTION CRITERIA:

- Diploma or equivalent qualification in Communications, Public Relations, Social Science or other relevant field.
- Strong understanding of contemporary consultation principles, techniques and practices including IAP2 Framework.
- Demonstrated understanding and experience with a range of communication tools including print and electronic news production, social media and advertising.
- Demonstrated sound experience in a similar role with the proven ability to manage a wide range of communication issues and effectively liaise with the media.
- Demonstrated communication and creative writing skills.
- Highly developed interpersonal skills, to be used when dealing with elected members, senior management, the media and internal and external customers.
- Commitment to working within a team-based environment with an ability to work independently.
- Commitment to maintain strict confidentiality when dealing with information and sensitive issues.
- Excellent organisational and problem-solving skills.
- Ability to work outside office hours and weekends when required.
- Undergo a pre-employment assessment including a Criminal History Check.
- Current Northern Territory Driver's License.

CHANGES TO JOB DESCRIPTION:

From time to time, it may be necessary to consider changes in the job description in response to the changing nature of Council's work environment – including technological requirements or statutory changes.

Approved: (Manager/Supervisor)

Date:

Employee:

Date: