

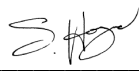


**LITCHFIELD COUNCIL  
JOB DESCRIPTION**

**TITLE:** COMMUNICATIONS OFFICER

**LEVEL:** Level 6

**RESPONSIBLE TO:** Director Governance and Community

<b>Position Status:</b>	Continuing Employment - Full Time/Part Time	
<b>Position Approved by:</b>	 Stephen Hoyne, Chief Executive Officer	<u>01/12/2025</u> 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 and 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.

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Approved: (Manager/Supervisor)

Date:

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Employee:

Date: