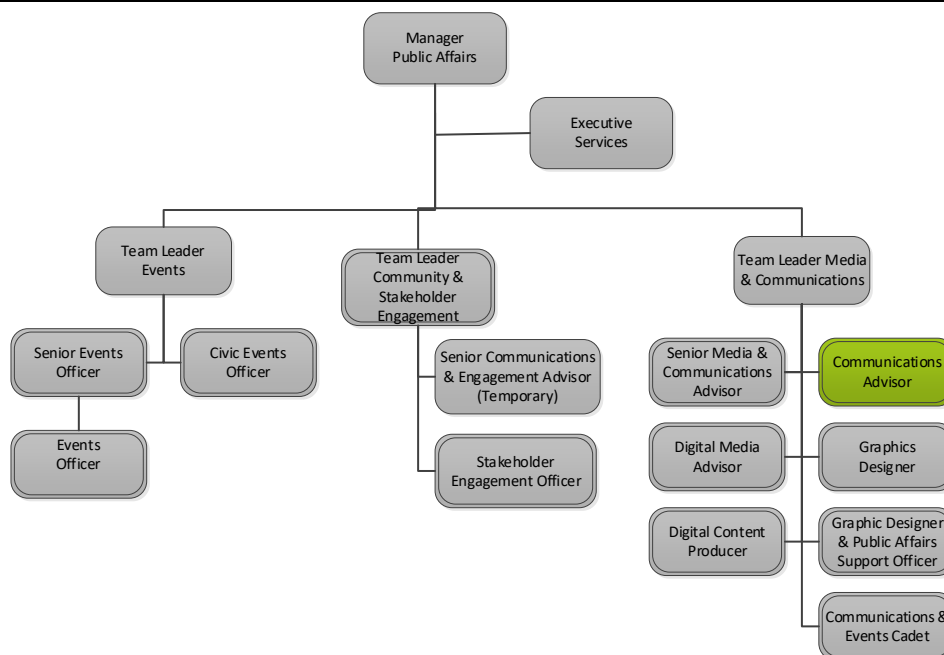


## POSITION DESCRIPTION

<b>Position Title</b>	Communications Advisor
<b>Position Number</b>	22160
<b>Division/Directorate</b>	Sport, Community & Activation
<b>Branch</b>	Public Affairs
<b>Grade</b>	14
<b>Band and Level</b>	Band 3 / Level 2
<b>Special Requirements</b>	Drivers Licence
<b>Physical and Environmental Demands</b>	
<b>Reports To</b>	Team Leader Media and Communications
<b>Authorities</b>	As detailed within the Delegations Register as delegated by the General Manager
<b>Key Direction/s</b>	Welcoming - Embracing our vibrant and diverse community Leading – A successful advocate for our people and places

### Reporting Structure



<b>Position Purpose</b>
To ensure the community is kept well informed of Council activities through effective public relations strategies.
<b>Corporate Key Result Areas</b>
<ul style="list-style-type: none"> <li>• Lead Change – Support, promote and champion change, as well as assist others to engage with change.</li> <li>• Customer Service – Create a customer centric service environment and reward service excellence.</li> <li>• Planning &amp; Prioritise – Plan to achieve priority outcomes and respond flexibly to changing circumstances.</li> <li>• Deliver Results – Achieve results through efficient use of resources and a commitment to quality outcomes.</li> <li>• Display Resilience &amp; Courage – Be open and honest, prepared to express your views, and willing to accept and commit to change.</li> <li>• Manage Self – Show drive and motivation, a measured approach, and a commitment to learning.</li> <li>• Value Diversity – Show respect for diverse backgrounds, experiences, and perspectives</li> </ul>
<b>Key Duties &amp; Responsibilities</b>
<p><b>Media and advertising</b></p> <ul style="list-style-type: none"> <li>• Maintain a high standard of public display and information material.</li> <li>• Coordinate corporate publications and promotional literature.</li> <li>• Prepare and monitor the Public Relations Budget allocation.</li> <li>• Prepare reports, proposals and correspondence on public relations matters. Support the promotion, marketing, communication and coordination of Camden Council activities, projects and events using social, digital and traditional methods.</li> <li>• Act in accordance with Council's Fraud and Corruption Prevention Policy and Plan at all times as Council will not tolerate fraudulent or corrupt practices by its own staff, contractors or others working for Council.</li> </ul> <p><b>Community and council information</b></p> <ul style="list-style-type: none"> <li>• Ensure services and communication with internal and external customers is of a high standard.</li> <li>• Advise staff on public relations matters.</li> <li>• Attend public forums and events if required.</li> <li>• Coordinate the preparation and distribution of Council publications.</li> <li>• Ongoing maintenance and updating of Council Website</li> <li>• Support the implementation of Camden Council's communication and marketing plans.</li> <li>• Assist with the development and coordination of community engagement/public relations activities.</li> <li>• Provide assistance to other members of the Community Engagement Team when required.</li> </ul> <p><b>Corporate Core Values</b></p> <ul style="list-style-type: none"> <li>• Continuously display Councils corporate core values of Leadership, innovation, partnership, commitment, safety and customer focus.</li> </ul> <p><b>Customer Service</b></p> <ul style="list-style-type: none"> <li>• Demonstrate a strong customer focus which is accurate, responsive, timely and courteous.</li> </ul>

<b>WHS Responsibility</b>	
<ul style="list-style-type: none"> <li>Implement, monitor and, or comply with Councils WHS Management System, including but not limited to WHS Policies, Standard Operating Procedures, Risk Assessments/Work instructions and associated systems tools in their relevant work area</li> </ul>	
<b>Risk Management Responsibilities</b>	
<ul style="list-style-type: none"> <li>To act at all times in a manner which does not place at risk the health and safety of anyone in the workplace.</li> <li>Responsible and accountable for taking practical steps to minimise Council's exposure to risks in so far as is reasonably practicable</li> <li>Must be aware of operational and business risks. Particularly: <ul style="list-style-type: none"> <li>understand and adhere to the principles of Risk Management within their job role;</li> <li>assist Managers and Team Leaders in identifying risks and risk treatments in their job role;</li> <li>provide input into various risk management activities;</li> <li>report all emerging risks, issues and incidents to their manager or appropriate officer; and follow Council policies and procedures.</li> </ul> </li> </ul>	
<b>Records and Information Management Responsibilities</b>	
<p>All staff must keep full and accurate records in accordance with Section 12(1) of the State Records Act 1998 and maintain legislative compliance.</p> <p>Records in any format created or received must be captured into Council's business systems approved for record keeping in a timely manner ensuring compliance with Council's Policies, standards, procedures, and business rules.</p>	
<b>Essential and Desirable Criteria</b>	
<b>Essential</b>	
<ul style="list-style-type: none"> <li>Relevant qualifications and/or extensive experience in an appropriate field.</li> <li>Demonstrated ability to develop and manage community engagement / public relations activities which reflect Council and audience needs.</li> <li>Highly developed verbal and written communication skills, organisational skills and demonstrated experience writing documents and marketing and promotional material for various platforms and outlets.</li> <li>Proven experience and knowledge of visual displays, marketing strategies and media.</li> <li>Experience in content management of websites including the use of content management platforms.</li> <li>Demonstrated ability to apply EEO, WHS and ethical practice principles and to act with probity at all times.</li> </ul>	
<b>Desirable</b>	
<ul style="list-style-type: none"> <li>Knowledge of local government policies and practices.</li> <li>Experience in the development and design of graphic material for marketing and communications using Adobe Indesign.</li> </ul>	
<b>Prepared By</b>	Manager Public Affairs
<b>Date Prepared</b>	January 2025

I have read and understand the contents of the position description for my role and agree to work in accordance with the requirements of the position.

I understand that this position description may change with organisational requirements and the tasks and responsibilities outlined in the position description may vary from time to time.

**Employee Name:**

**Employee Signature:**

**Date:**