



Media and Communications Officer			
<b>Position Number:</b>	80	<b>Department</b>	Office of the CEO
<b>Level:</b>	4	<b>Award:</b>	May be covered by Local Government Officers' Award
<b>Remuneration:</b>	\$ 75,095.40	Plus superannuation, housing and district allowances (if eligible) is available to the successful candidate, depending on experience, skills and qualifications.	
<b>Reports to:</b>	Strategic Communications & Economic Development Manager	<b>Direct Reports:</b>	N/A
<b>Last Reviewed:</b>	Manager People, Culture & Wellbeing	<b>Date:</b>	26/05/2025
<b>Approved:</b>	Strategic Communications & Economic Development Manager	<b>Date:</b>	26/05/2025

## OUR ORGANISATION

The Shire of Carnarvon provides excellent customer service across a wide range of programs, facilities and services that contribute to maintaining and enhancing our community. At the heart of our organisation are our values which underpin how our employees perform their duties and engage with the community and stakeholders.

**Our CARECHIP is what gives us the drive to serve our community.**

We take pride in knowing that our employees and new recruits share our values, and we like to think that everyone who chooses to collaborate with us brings this CARECHIP with them.

C	A	R	E	C	H	I	P
Courage	Authenticity	Respect	Excellence	Cohesion	Humility	Inclusion	Passion

## POSITION OVERVIEW

The Media and Communications Officer plays a pivotal role in ensuring the Shire’s communications are professional, consistent, and engaging. This position is responsible for the day-to-day management of the Shire’s digital presence, including social media, website, and newsletters, with a strong focus on brand compliance and community connection. The role supports the development and delivery of targeted marketing and communication campaigns, assists with media material and event coverage, and helps maintain open and positive channels of communication with internal and external stakeholders.

## COMMUNITY STRATEGIC OBJECTIVES

- In 2040 Carnarvon is a place where:
- ★ Our equitable community is actively involved in and are responsible for developing innovative, local solutions that transcend our region for a safe and unified 6701.
  - ★ Our economy fosters investment and productivity in industries befitting Carnarvon’s physical and natural environment and that grow our horizons.
  - ★ Our sustainable livelihoods create a community that can flourish into the future.
  - ★ Our holistic health care facilities provide services from the womb to the grave.
  - ★ Our educational opportunities from early childhood to adulthood are tailored and relevant to the individual.
  - ★ Our infrastructure, housing and amenities are high quality and accessible.

- ★ Our community acknowledges our history and celebrates our diverse cultures.
- ★ Our community is engaged, inclusive and supportive.

## KEY ROLE OUTCOMES

- ★ Demonstrate successful leadership through the application of the Shire's core values by promoting a work culture of sustainability, quality improvement, efficiency, and excellent customer service that corresponds to our Code of Conduct and Customer Service Charter.
- ★ Ensure compliance with the Local Government Act (WA) 1995 and any relevant legislation.
- ★ A commitment to a safe work environment and WHS legislation, policy and processes.
- ★ Liaise with staff, media outlets, government and private sector organisations and various stakeholders regarding the editorial content, photographic material, publication and production requirements.
- ★ In liaison with the Media & Arts Engagement Officer, plan, design and coordinate the production of communication material including publications, social media and multimedia materials, ensuring consistency with policy and style and guidelines.
- ★ Develop and implement strategies to ensure the Shire's brand and identity and reflected in all engagement activities, marketing material and communications undertaken by the Shire.
- ★ Keep abreast of the latest developments and trends in communication platforms in a constantly evolving environment, recommending and implement marketing tools and technology to meet changing needs.
- ★ Assisting in coordinating and attend public relations activities as required, including events and functions which may be held out of normal working hours.
- ★ Capture media content such as photos and videos and live streams to be used across a broad range of channels.
- ★ Provide advice, support and direction to staff on the content for internet and social media to ensure the appropriate style and language.
- ★ Development and distribution of the Shire's monthly newsletter, including the collection of news items and content contributions from internal departments.

## WORK HEALTH SAFETY RESPONSIBILITIES

- ★ To take reasonable care for their own safety and health and to avoid harming the safety and health of other people through any act or omission at Shire workplaces. And as relevant:
- ★ Proactively comply with all Shire WHS Policies, Procedures, and Guidelines, Practice, duties and other relevant conditions. As well as with the WA WHS Act 2020, WHS (General) Regulations 2022, all other relevant Regulations, Codes of Practice and Australian Standards
- ★ As far as reasonably possible comply with instructions given by their employer or an authorised person in the interests of safety and health and in accordance with the WHS Act.
- ★ Must report to their manager, supervisor, WHS Representative, PC&S and/or other relevant contact person work related injuries, near misses and any hazards at the workplace that they cannot correct themselves.
- ★ Must use, store and maintain personal protective equipment as properly instructed, and not damage or misuse any equipment or facilities provided in the interests of safety and health.
- ★ Participate in and where possible provide leadership for a continuous improvement culture of safety where best practice initiatives are entrenched in daily business activities.

## LICENCES, REGISTRATIONS, MEMBERSHIPS OR QUALIFICATIONS REQUIRED OF THE ROLE

- ★ Current Western Australia Driver's License.
- ★ Working with Children's Check.

## ESSENTIAL CRITERIA

- ★ Highly developed ability to uphold a values-based approach in the workplace.
- ★ Highly developed communication and interpersonal skills.
- ★ Experience in developing and implementing communications and engagement plans and activities, particularly with a community focus.
- ★ Well-developed time management and organisational skills, and the ability to prioritise competing tasks.

- ★ Comprehensive computer and administrative skills with the capacity to adapt to new technologies and software, as well as the ability to assist in upskilling others.
- ★ A proven ability to concisely and clearly deliver a broad range of communication materials including print, online and face-to-face to effectively meet Shire objectives.
- ★ Flexibility to work rostered hours according to operational requirements, including some weekend work.

#### DESIRABLE CRITERIA

- ★ Previous experience in a public relations/communications/engagement role.
- ★ Tertiary qualifications in Communications or Marketing, or equivalent industry experience.
- ★ Experience in responding to community queries and complaints in a timely and professional manner.
- ★ Demonstrated skills in photography, including capturing, editing, and curating images for digital and print media.

#### POSITION COMPETENCIES

Experience	
Focus of Role	Administrative
Experience Level	Knowledge gained through a combination of education, training or experience
Tasks	
Context Method	Range of tasks guided by policy, objectives or professional standards.
Skill Level	Knowledge is applied to recurring circumstances, may include the application of specialist skills.
Judgement and problem Solving	
Problem Solving	Solve standard problems within an established framework.
Judgement	Apply knowledge from a complex or wide range of rules. May make decisions on use of resources impacting outside the work area or on clients.
Supervision and Independence	
Level of Supervision	General direction is given on assignments, with the approach and method selected by the employee.
Organisational Relationships and Impact	
Work Area Relationships	Sound knowledge of the impact on other work areas, seek approval from senior staff on changes to procedure, schedule or routines.
Public/Other Staff Relationships	Provide advice or assistance based on depth of knowledge, including information on procedure, rules or techniques.
Impact	Decisions made directly impact own work area and related work areas
Interpersonal Skills	Proficient Communication Skills with ability to identify, understand, and adapt to different communication styles.
Job Competencies	
Time Management	Advanced: Able to manage multiple competing tasks and prioritise amongst a range of functions. May assist others with time management.
Conflict Resolution	Advanced: Able to resolve a predictable range of conflict of opinions where resolution is not immediate and negotiation skills are required.
Planning & Organisation Skills	Advanced: Implements tools to keep track of a wide range of tasks, priorities and due dates. Manages and plans own work, may supervise or direct work of others in a single business unit.

<b>Safety Procedures</b>	Fundamental: Applies JSAs, SWMS and other safety procedures to own work and immediate work area. Maintains a safe workplace and actively participants in hazard identification and reporting.
<b>Administration Skills</b>	Advanced: Able to set up administrative processes, including record keeping, filing, and tracking systems and train others in the use of these processes and systems.
<b>Equipment Operation</b>	N/A
<b>Supervision Skills</b>	Fundamental: Oversee or guide the work of lower level employees. May lead small groups at the work face.
<b>Project Management</b>	Intermediate: Contributes to the achievement of project plans by monitoring compliance functions, deliverables relating to part of the project plan. May provide assistance with forward planning, estimating and budgeting requirements of project.
<b>Policy and Procedure Development</b>	Fundamental: Research, develop and recommend changes for internal procedures or work processes related to job function.
<b>Policy or Legislative Interpretation</b>	Fundamental: Apply procedures or work processes to own work.
<b>Report Writing</b>	Advanced: Research, develop, and write detailed and non-standard reports in their field of expertise. Contribute to, or write subject to review, reports to Council or external regulatory authorities.
<b>Budgeting Skills</b>	Fundamental: Coordinate and adhere to set budgets in purchasing at a higher level than generating purchase orders. May provide some general feedback in respect to the budget derived from operational responsibilities.
<b>Customer Service Skills</b>	Advanced: Effectively communicate with clients and members of the public and in the resolution of minor matters.
<b>Decision Making Skills</b>	Advanced: Decisions will involve technical areas of complexity requiring consideration of multiple options.
<b>Management Skills</b>	N/A

#### PREEMPLOYMENT SCREENING REQUIRED FOR THIS ROLE

- ★ National Police Clearance - Less than 6 months old
- ★ Pre-employment Medical Screening
- ★ Alcohol and Other Drug screening

#### REMUNERATION AND BENEFITS

The successful applicant will join the Office of the CEO Team with a starting salary from \$ 75,095.41 per annum, plus allowances (if eligible) and superannuation.

#### Other cash benefits include but not limited to

- \$ 1,160.49 p/a District Allowance\*
- \$ 4,437.18 p/a Housing Allowance\*
- \$ 1,263.62 p/a Annual Leave Loading 17.5%
- \$ 9,279.70 p/a Superannuation (Statutory)
- \$ 1,613.86 p/a Superannuation additional 2% (Optional, subject to employee salary sacrifice)\*
- \$ 3,500.00 Retention bonus upon completion of 3 years of service\*
- \$ 440.00 p/a Annual Leave Travel Assistance

#### Leave Entitlements\*

- 5 Weeks Annual Leave
- 2 Local Government Public Holidays
- 10 Days of Paid Personal Leave
- 10 Days of Paid Pandemic Leave
- 38 Hours of Paid Volunteer Emergency Services Leave

**Additional Allowances and Subsidies as per Attraction and Retention Policy\***

Salary Sacrificing for a range of benefits

Annual Leave Travel Assistance Payment

Local Club Membership Subsidies

Gym Membership Subsidy

Annual Pass for Aquatic Centre

*\*Subject to Corporate Policy*

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.