

Position Title: Communication & Engagement Officer (Limited Tenure)	Position Level: 5
Department: Corporate & Community Development	Accountable to: Manager – Customer, Finance & Administrative Services
Responsible for the supervision of:	N/A

KATHERINE TOWN COUNCIL
POSITION DESCRIPTION



VALUES	MISSION
Service Responsiveness Involvement Responsibility Equity Accountability	To provide a sustainable and prosperous environment for the people of the Katherine Region through growth, opportunity and tolerance.

RESULTS	We are dedicated to serving our community and will listen to and proactively respond to their needs.
RELATIONSHIPS	We will partner with our community and our stakeholders to create sustainable honest relationships.
REASONS	We deliver results that align with our strategic direction and serve our community

PURPOSE	To maintain and further develop Council’s online presence and communications in order to improve our digital offering and to become more proactive and responsive to our community’s needs.
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KEY RESPONSIBILITIES
<ul style="list-style-type: none"> To build and maintain strong, empowering relationships with all internal and external stakeholders by cooperatively working in teams as necessary and providing effective marketing and communication services. Develop and implement integrated marketing, communication and consultation strategies and plans for Council in order to improve and enhance community relations, understanding and awareness of the role and activities of the Katherine Town Council Develop and implement comprehensive strategies and plans to better promote the Katherine community, including but not limited to community activities and events Prepare communications materials and media releases (including print, online and audio-visual materials, advertisements and other marketing collateral) and consult with relevant executives and/or stakeholders to ensure the desired outcomes and consistent messaging is achieved.

KEY RESPONSIBILITIES

- Manage the Council's publicity material and digital presence (social media, website, newsletter) by sourcing digital content and encouraging increased engagement by the community
- Have awareness and ensure compliance with corporate standards, legislative and statutory requirements as well as web standards and guidelines for information relevant to the accessibility and responsiveness of Council.
- Ensure the community's attendance at events/activities held within the Katherine municipality by utilising a variety of marketing tools with an aim to maximise opportunities for Council to promote and enhance community participation and engagement
- Assist with translating ideas and concepts into proactive marketing campaigns and engaging content that supports Council's strategic direction and delivery of services to the Community.
- Track and monitor engagement performance using analytics and other tracking tools and provide analysis and monthly reports on usage and functionality. Make recommendations to improve engagement outcomes.
- Stay current on all social media developments and best practices by exploring and researching appropriate online technologies and implementing social media tools that will better enhance our relationship with the community.
- Maintain Council's online profiles (website, Facebook, Instagram etc) with latest communication, information and updated documents
- The provision of a high level of customer service through incoming telephone calls and counter enquiries.
- Assist in the implementation of the Katherine Town Council Local Counter Disaster Sub-Plan in the event of a disaster
- Other responsibilities as shall be reasonably associated with or incidental to the above responsibilities or as shall, in the course of the employment, be agreed between the parties as being or forming part of the duties.

LEVEL OF RESPONSIBILITY

- Use discretion within standard practices and processes.
- Assistance is readily available from other staff in the work area in solving problems.
- Write detailed and non-standard reports and correspondence in the relevant fields of expertise.
- Knowledge and skills obtained through on-the-job training and workplace induction training. May include off-the-job training through accredited short courses.
- Persuasive communications skills are required to participate in specialised discussions to resolve issues and reconciling different points of view.

SELECTION CRITERIA

ESSENTIAL

- Demonstrated ability to deliver excellent results and enriched relationships in each key responsibility
- Current NT drivers licence
- Demonstrated experience and positive outcomes working within the delegations

DESIRABLE:

- Relevant Certificate qualification

ORGANISATIONAL RELATIONSHIP

The position's reporting and team membership is in accordance with the Council's organisations chart.

DELEGATION

Delegations are in accordance with the latest *Instrument of Delegation of Powers and Functions*

PERFORMANCE STANDARD

The extent to which the stated key responsibilities are achieved in both the position description and personal performance work plan.

PREPARED BY

Executive Manager – Corporate & Community Development

DATE ISSUED

December 2018

SUPERVISOR

Manager – Customer, Finance & Administrative Services

APPROVED BY

Chief Executive Officer