

## POSITION DESCRIPTION AND PERSON SPECIFICATION

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### 1. POSITION IDENTIFICATION

<b>Organisation</b>	Western Sydney Regional Organisation of Council Ltd.
<b>Position:</b>	Communications and Media Officer
<b>Salary Range:</b>	\$65,000- \$75,000 Negotiable depending on qualifications and experience (Pro rata)
<b>Reports to:</b>	WSROC Chief Executive Officer
<b>Status:</b>	Part time
<b>Date last reviewed:</b>	October 2018

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### 2. OBJECTIVE OF THE POSITION

Working closely with the CEO and the wider WSROC team, the Communications and Media Officer will assist in achieving WSROC's objectives through the implementation of sound communications strategies, programs and effective media management and liaison. The Communications and Media Officer will focus on media relations, corporate publications, web and social media management as well as a broad range of general and project communications as required.

### 3. KEY ACCOUNTABILITIES/KEY RESULT AREAS

- Develop, implement and evaluate WSROC's media and communications strategy in consultation with the CEO.
- Plan and produce a wide range of content including: media releases, articles, newsletter and social media content as required.
- Monitor daily media and advise on reactive media opportunities and develop and pitch proactive media opportunities.
- Develop and maintain relationships with journalists and media outlets.
- Maintain oversight of WSROC platforms including website and social media.
- Oversee the development and production of WSROC marketing materials including annual reports, event banners and other promotional materials.
- Assist with event management and promotion.
- Work as part of the WSROC team to deliver projects to meet the requirements of councils.
- Provide an internal advisory service to the organisation for all communication, advertising and social media tools, including provision of marketing and communications support to WSROC projects.

## 4. ESSENTIAL SELECTION CRITERIA

- A relevant degree in journalism, public relations or communications or another relevant field.
- Demonstrated experience in writing, editing and producing stories, media releases, newsletters, annual reports and publications for both online and print.
- Demonstrated experience in managing media and communications activities.
- Excellent written and verbal communication skills.
- Excellent time management skills and demonstrated ability to manage conflicting priorities.
- Demonstrated ability to work independently and within a team environment.
- A sound understanding of the media and how it operates.
- Experience with web management and social media strategies.
- High degree of computer literacy in word processing, data analysis and presentation software; and
- Knowledge of EEO and WH&S Legislation.

## 5. DESIRABLE

- Knowledge of the structure, processes, services and systems of local government.
- Experience working in a policy development role and/or political experience is an advantage.
- Experience working in Western Sydney.

## 6. CONTACTS ARISING FROM THE POSITION

- **Within WSROC:**  
The WSROC Chief Executive Officer, the WSROC Executive Management Committee (EMC), Members of the WSROC Board and all staff.
- **Outside WSROC:**  
Staff at WSROC member councils (Blacktown, Blue Mountains, Fairfield, Hawkesbury, Cumberland, Lithgow, Liverpool, Parramatta), other local, state and federal government departments and agencies, consultants and contractors, Members of Parliament, Councillors, Western Sydney community and businesses.

## 7. PERSON SPECIFICATION

### Academic qualifications / experience

- **Essential:** A relevant degree in journalism, public relations or communications or another relevant field.
- **Desirable:** Additional qualifications in any area relevant to the position such as project management, community engagement or event management.

### **Personal attributes**

- Demonstrated initiative and a positive approach to challenges.
- Outstanding written and oral communication skills.
- Ability to meet deadlines, manage multiple projects and conflicting priorities.
- Demonstrated capacity to work both independently and in a team environment.
- Excellent networking, negotiation and interpersonal skills.
- Willingness to work flexible and occasionally long hours.

### **Other licences and/or certificates**

- Essential: Class C driver's licence (or better).

## **8. REMUNERATION, BENEFITS CONDITIONS OF EMPLOYMENT**

### **Salary**

- Negotiable depending on qualifications and experience.

### **Conditions of employment**

- Twenty-one (21) hours a week
- Ten (10) days per year sick leave in the first year of employment, fifteen (15) days per year sick leave in the following years – pro rata
- Four (4) weeks annual leave – pro rata
- Long Service Leave subject to statutory requirements
- Flexitime but not overtime

### **Professional development plan**

To be developed with the new incumbent and reviewed annually.

## **9. TARGETTED QUESTIONS**

**As part of your application please answer the following questions:**

1. Can you provide an example of a project where you had to collaborate with a variety of stakeholders. What were some of the challenges? How did you overcome them?
2. What strategies do you employ when you are working towards tight deadlines or conflicting priorities