

POSITION DESCRIPTION

1. POSITION DETAILS			
Position Title	Communications Coordinator	Designation & Classification Level	Level 6
Position No		Directorate	Corporate Governance
Division	Governance, Corporate Planning and Compliance	Date Created	30 January 2013
Location	Katherine	Date Approved	18 July 2013
Reports To	Manager Governance and Corporate Planning	Version Date	4 January 2018
Position Status	Full time	Position Tenure	Permanent
2. POSITION CONTEXT			
Council Overview	<p>Roper Gulf Regional Council is one of 18 Local Governments in the Northern Territory, encompassing 11 communities and twenty outstations spread out over an area of approximately 186,000 square kilometres.</p> <p>The Council's primary purpose is to act as an advocate for its constituency of more than 7000 people, many of whom have a strong indigenous heritage and continue to maintain the indigenous culture and way of life. Roper Gulf Regional Council is paving the way towards sustainable social, cultural, economic and environmental development, providing employment opportunities to approximately 380 staff, who live and work across the region, and are co-ordinated from the Katherine-based operational hub.</p> <p>One of the key drivers of the Council is to improve the quality of life in, and liveability of the region, with the vision of making it sustainable, vibrant and viable for those who call Roper Gulf home.</p> <p>The Corporate Governance Directorate is responsible for ensuring that the Council has sufficient resources to safely, legally and ethically deliver services and programs to communities, in compliance with Northern Territory Local Government legislation. Some functions which fall under the Directorate include work health and safety, asset management, finance, governance, communications and human resources.</p>		
Principal Objectives	<p>This role falls under the Governance, Corporate Planning and Compliance program, predominantly responsible for ensuring that corporate plans and policy are developed, communicated, funded and implemented while also providing support to enhance elected members' capacity to serve the people of the Roper Gulf Region.</p>		
Major Role and Challenges	<p>The Communications Coordinator will seek and utilise media opportunities that will build and enhance the profile of Roper Gulf Regional Council.</p>		
Key Interactions/ Relationships	<p>Internal</p> <ul style="list-style-type: none"> • RGRC's Elected Members • Strategic Leadership Team, Managers and Council Service Managers • Financial Management Unit • Senior staff in all work areas <p>External</p> <ul style="list-style-type: none"> • Relevant Government and non-government agencies • Enhance the relationship between community and council through a variety of media outlets. • The incumbent is expected to liaise and build positive relationships with media outlets including 		

	Industry bodies, Ministers, newspapers, television, etc.
Special Conditions	<ul style="list-style-type: none"> • An incumbent will be required to drive considerable distances in the course of their duties and must possess a current Class C Drivers Licence with a manual driving capacity. • Some out of hours work, and occasional travel to remote communities necessitating overnight absences will be required. • Occasional travel to remote communities necessitating overnight absences will be required. • Appointment will be to a specific and depending on organisational needs. The incumbent may be assigned to other areas to perform work of a similar nature appropriate to the classification on a temporary or continuing basis. <p>Essential</p> <ul style="list-style-type: none"> • It is a condition of employment with Roper Gulf Regional Council that you must be an Australian Resident or hold and provide the relevant visa requirements to work within Australia; undertake a new criminal history check and update each year as required through out period of employment; and hold a current Working with Children Clearance Notice (OCHRE Card) at commencement of employment and lodge a new application prior to it expiring – the ochre card must be on you at all times throughout employment with RGRC.
Authority to Act / Delegations	As per the RGRC Delegations Manual
3. KEY RESPONSIBILITIES	
Communications of Council	<ul style="list-style-type: none"> • To establish and maintain a media contacts list • Liaise with media outlets • To create opportunities for enhancing the profile of the Council and Elected Members • To utilise photographic skills • To write media releases • Liaise with Council Elected Members and Local Authority Members • Attend to the media requirements of the Council • Report back on media activities to the Manager and Council • Improve the Newsletter distribution
Tasks within the Key areas of responsibility	<ul style="list-style-type: none"> • Planning, developing and implementing Public Relations Strategies and communications • Liaising with colleagues and key spokespeople • Liaising with media and coordinating the response to any enquiries from the media • Researching, writing and distributing press releases to targeted media • Collating and analysing media coverage • Writing and editing publications, articles, speeches and presentations • Devising and coordinating photo opportunities • Maintaining and updating information on the organisation's website and social media

	<p>pages</p> <ul style="list-style-type: none"> • Sourcing and coordinating Councillor speaking opportunities • Fostering community relations through involvement in community initiatives • Assist in the coordination of the PR aspect of a potential crisis situation. • Assist other members of the Governance, Corporate Planning and Compliance team as required in times of high workload for the business unit.
Key Performance Indicators	<ul style="list-style-type: none"> • Produce weekly Media Releases • Create regular monthly newsletter articles • Establishment of Newsletter distribution lists that encompass all relevant stakeholders • Target audience groups are to be established • Media Release to published articles in the public media of more than 25%.
Other	<ul style="list-style-type: none"> • Observe all requirements of Work Health and Safety, Equal Employment Opportunity and other policy, legislative and regulatory responsibilities. • Manage competing deadlines and balance priorities under pressure with efficiency and professionalism. • Use initiative and problem solving techniques to ensure tasks are carried out efficiently and effectively.

4. POSITION SKILLS / KNOWLEDGE / EXPERIENCE

SELECTION CRITERIA

Essential	<ul style="list-style-type: none"> • Three (3) years practical experience in a relevant media/communications role. • Certificate IV, or equivalent licences or certificates. • Demonstrated ability to plan at an operational level for periods in excess of one month. • Demonstrated ability to negotiate issues between parties to resolve problems and/or provide structured training and presentations. • Demonstrated ability to write non-standard correspondence, reports and/or submissions that require original content, wording and paragraph construction. • Excellent organisational skills, time management and attention to detail. • Advanced Microsoft Office (Word, Excel, Outlook) skills and/or training. • Excellent interpersonal and customer service skills with demonstrated experience liaising with a wide range of internal and external clients. • Having and using knowledge of systems situations, pressures and culture inside the organisation to identify potential organisational problems and opportunities; perceiving the impact and the implications of decisions on other components of the organisation. • Ability to liaise with Councillors and other constituents from other levels of Government • Experience developing a network of media contacts • Ability to guide participants toward a meeting's objectives; modifying behaviour according to tasks and individuals present. Using appropriate interpersonal styles and methods, help participants reach a meeting's objectives; being aware of the needs and potential contributions of others.
-----------	---

Desirable	<ul style="list-style-type: none"> • Experience with social media applications, development, and appropriate use. • Experience in a Local Government environment and knowledge of the Local Government Act. • Demonstrated experience and/or awareness of issues affecting people in remote Indigenous communities. •
-----------	---

5. ACKNOWLEDGEMENT

Delegate / Director / Manager		Date:	Signature:
Employee Name		Date:	Signature: