

MEDIA AND COMMUNICATIONS COORDINATOR

DOCUMENT TYPE:	Position Description
POSITION:	Media and Communications Coordinator
POSITION SUPERVISOR:	Chief Executive Officer
POSITION DIRECTORATE:	Executive
POSITION DEPARTMENT:	Executive
POSITION TERM:	Permanent
POSITION STATUS:	Full time
POSITION AWARD CLASSIFICATION:	Band 7
POSITION DESCRIPTION VERSION NUMBER:	1
POSITION DESCRIPTION DATE ADOPTED:	12/02/2025
POSITION DESCRIPTION REVIEWED BY	Manager Organisation Development
INCUMBENT:	Vacant
FILE LOCATION:	All position descriptions are securely stored on a network managed by the Human Resources Department.
<p>Position descriptions are amended from time to time, therefore you should not rely on a printed copy being the current version. Please consult the Human Resources Department to ensure that the version you are using is up to date.</p> <p>This document is available in alternative formats (e.g. larger font) if requested.</p>	

1 POSITION OBJECTIVES

The objective of this position is to:

- increase community engagement, enhancing Council's brand profile and reputation in the community
- strengthen connections with internal partners and external stakeholders
- align the communications strategy with Council's organisational objectives to ensure consistency in messaging across a range of platforms and channels, delivering benefit to Council, its partners, stakeholders and the community
- assist the Mayor and Chief Executive Officer on risk, brand and reputation management

2 KEY RESPONSIBILITIES AND DUTIES

2.1 Digital marketing and promotion

- work with stakeholders to deliver consistent messaging across all media platforms that supports the Council Plan and promotes Loddon Shire as a great place to live, work and visit
- develop and distribute proactive media opportunities in consultation with the Mayor, Management Executive Group (MEG) and Managers

2.2 Media monitoring and executive support

- monitor daily media and advise on reactive media opportunities, including social media platforms
- provide high level media advice to MEG and Councillors, including communication plans and briefing notes

2.3 Publication and policy development

- review, develop and implement strategy, policy and procedures that support effective engagement through targeted and responsive media and communications
- produce, collate and edit content for Council's key publications and communications
- communicate organisational information and key messages through creative and engaging materials

2.4 Website management

- enhance and maintain Council's website to ensure it is well-designed, user friendly and positively influences Council's brand profile.
- provide guidance and support to departmental website administrators.
- review the website regularly to ensure publications are still relevant

2.5 Other duties

- perform, as directed, other duties within the limits of the incumbents' skill, competence and training

3 ACCOUNTABILITY AND EXTENT OF AUTHORITY

The incumbent will:

- prepare and disseminate accurate information relating to Council decisions and services with an understanding that, the information may have a significant effect on projects, programs and the public perception of the wider organisation
- develop, implement and review systems, strategies and policies that support effective media and communication for Council
- manage Council resources within appropriate legislation and in accordance with Councils corporate objectives, policies and financial budgets and with a regular reporting mechanism to ensure achievement of goals and objectives
- in accordance with professional standards and regulations relating to media and communication practices, provide high level specialist media advice to MEG and Councillors
- maintain a high level of confidentiality and discretion in the handling of all information within the control of the position

This position carries a secondary reporting line to the Manager Tourism and Economic Development, to support strategic objectives for Council's marketing, brand and social media management.

4 JUDGEMENT AND DECISION MAKING

The incumbent will be required to:

- undertake the key responsibilities of this role when guidance and advice is not always available in the organisation
- problem solve using the application of established techniques to new situations but have the ability to recognise when these established techniques are not appropriate
- identify and analyse a range of options to formulate policy in the area of media and communication

5 SPECIALIST SKILLS AND KNOWLEDGE

The incumbent will:

- have an understanding of the long term goals of the wider organisation, Council's values and aspirations and the legal and political context in which Council operates
- be skilled in, and have demonstrated ability in creating written and visual content across all communication platforms
- have demonstrated analytical and research skills to produce accurate and informative communications, problem solve and seek opportunities
- have the ability to plan and monitor marketing and campaign activity, ensuring content is tailored and impactful

- have highly developed interview and professional writing skills

6 MANAGEMENT SKILLS

The incumbent will have:

- well-developed workload planning, project planning, organisation and strategic thinking skills with the ability to achieve the objectives of the role within available time and resources, despite conflicting pressures
- well-developed organisational skills, to ensure identification of key tasks and stakeholders, and follow up of actions and implementation of tasks
- ability to source information and ideas for media releases, newsletters, radio programs without direction or assistance
- develop and implement an agreed annual work plan

7 INTERPERSONAL SKILLS

The incumbent will have:

- excellent verbal and written communication skills, including effective listening and clear interpretation
- ability to work collaboratively as part of a team and to effectively communicate with stakeholders
- well-developed negotiation skills with the ability to gain cooperation and assistance from staff and persons external to the organisation, including business and community leaders, the media, consultants and contractors
- ability to develop networks and close working relationships with Councillors, Chief Executive Officer, Directors and Managers, and the community
- ability to think analytically to exercise sound judgment
- ability to work with minimal supervision and demonstrate high levels of initiative

8 EXPERIENCE

The incumbent will have:

- a relevant tertiary qualification in public relations, journalism or a related field, preferably at postgraduate level
- extensive experience in copywriting and proofreading within a public relations, journalism or communications role
- demonstrated ability in developing and implementing media and public relations plans
- well-developed information technology skills, including competency in desktop publishing, relevant social media and survey tools and/or applications
- a demonstrated professional approach in communication, promotion, media liaison and information provision

- knowledge of federal, state and local government activities and programs

9 QUALIFICATIONS

Qualification	Mandatory or Desirable
Tertiary qualification in public relations, journalism or a related discipline	Desirable

10 VERIFICATIONS

Verification	Mandatory or Desirable
Drivers Licence	Mandatory

11 ORGANISATIONAL QUALIFYING PERIOD

An Organisational qualifying period of six months applies to the position.

12 ANNUAL PERFORMANCE DEVELOPMENT REVIEW

A Performance Development Review will be conducted annually. Every staff member is required to actively participate in the Annual Performance Development Review process with their immediate supervisor.

13 ORGANISATIONAL RELATIONSHIPS

Relationship	Stakeholders
Reports to	Chief Executive Officer Manager Tourism and Economic Development
Internal liaisons	All Council staff Councillors
External liaisons	Media outlets, residents and visitors, external businesses, government departments, general public and contractors.

14 KEY SELECTION CRITERIA

The criteria for selection will be:

1. demonstrated ability to create content across all communication platforms and a track record in securing media coverage
2. proven ability to work cooperatively and positively in a sensitive and confidential environment

3. ability to work with minimal supervision and demonstrate high levels of initiative to organise work, manage time, determine priorities and meet deadlines
4. high-level stakeholder management with the ability to gain the cooperation of and assistance from persons internal and external to the organisation
5. excellent verbal and written communication skills, including effective listening and clear interpretation
6. well-developed information technology skills, including competency in desktop publishing, relevant social media and survey tools and/or applications

15 REVIEW

The supervisor and incumbent will review this Position Description for any necessary amendments during the annual Performance Development Review process.

16 GENERAL RESPONSIBILITIES AND DUTIES OF EVERY LODDON SHIRE COUNCIL EMPLOYEE

Every employee of the Loddon Shire Council is bound to adhere to legislation, regulations, and codes of conduct. Specific responsibilities are:

16.1 Council values

All employees are required to uphold the Values of the Council as set out in the Council Plan and Staff Code of Conduct.

16.2 Equal opportunity and bullying and harassment

Loddon Shire Council offers a work environment free of discrimination, sexual or other harassment, victimisation, and vilification and bullying.

All Employees are required to:

- respect the rights of all other employees, customers and clients
- adhere to Council's equal opportunity and bullying and harassment policies and procedures
- do not engage in, support, assist or encourage any form of discrimination, harassment, sexual harassment, bullying, vilification or victimisation

In addition, employees with supervisory responsibilities must also:

- take appropriate actions to prevent discrimination, harassment, sexual harassment, bullying, vilification or victimisation from occurring in their work area; and
- take appropriate steps to remedy the situation if discrimination, harassment, sexual harassment, bullying, vilification or victimisation has occurred

16.3 Occupational Health & Safety

An employee, while at work, shall:

- take the care of which the employee is capable for the employee's own health and safety and for the health and safety of any other person who may be affected by the employee's acts or omissions at the workplace
- adhere to and assist in the continuous improvement of Council's occupational health and safety systems

16.4 Risk Management

An employee, while at work, shall:

- ensure any issues identified as a risk to the public, contractor or members of staff are reported in accordance with Council's incident reporting procedure
- adhere to and assist in the continuous improvement of Council's risk management system

16.5 Staff Code of Conduct

The Staff Code of Conduct applies to all employees of the Loddon Shire Council. All staff must:

- adhere to the Staff Code of Conduct at all times
- familiarise themselves with the Code to ensure compliance with its principles

16.6 Privacy

The Loddon Shire is committed to complying with the *Privacy and Data Protection Act 2014* and the Health Records Act. All employees are required to:

- adhere to the *Privacy and Data Protection Act 2014* and the *Health Records Act 2001*
- at all times ensure that the personal information collected and held by the Council is protected from misuse, loss, unauthorised access, modification or disclosure
- ensure that personal information is appropriately stored and managed
- collect information only directly relating to the services being provided to clients
- not disclose personal information to any person or organisation without written consent or unless prescribed by a lawful instruction

16.7 Records management

Loddon Shire Council employees, as public officers under the *Public Records Act 1973*, have responsibilities for ensuring that records created and received are captured, managed, stored, and destroyed in accordance with Public Records Office of Victoria standards and policies and procedures adopted by the Council.

Managers have an additional responsibility to ensure that departmental Council staff understand and comply with the requirements of the *Public Records Act 1973* and Council records management policies and procedures.

16.8 Confidentiality

All employees of the Loddon Shire Council have a duty:

- to serve the Council with loyalty and in good faith
- not to disclose or use any information obtained in the course of employment for any purpose other than carrying out duties of employment
- not to source Council information, or information relating to Council's ratepayers and clients, for any purpose other than carrying out duties of employment

16.9 Compliance

The Loddon Shire is committed to implementing a compliance framework to encourage organisational-wide compliance with legislation, policy and procedures.

This position is required to manage responsibilities under legislation, policy and procedures.

Where relevant the incumbent must use Council's approved Advent Manager Compliance Software by:

- ensuring obligations and actions in Management Action Plans are attended to within the timeframes allocated
- signing-off obligations and actions in the system once they reach practical completion

16.10 Child Safe Standards

The Loddon Shire is committed to the safety of children and young people and operates within the *Child Wellbeing and Safety (Child Safe Standards Compliance and Enforcement) Amendment Act 2021*.

Staff are expected to always be aware of all policies and procedures regarding the safety of children and young people.

17 AGREEMENT

The manager and incumbent, by signing this section of the Position Description, agree that it reflects the current duties and responsibilities of the position.

Incumbent's name:

(Please print).....

Incumbent's signature: Date:

Manager's signature:

Manager's title: Date: