**Position Title** | Communications and Marketing Officer  
---|---  
**Directorate** | Executive Office  
**Award/Agreement** | TOC Enterprise Agreement 2017 (and any subsequent agreement)  
**Classification of Position** | Level 8  
19 hours per week Mon, Tues and 4 hours Wed  
Job share  
**Positions under Direct Supervision** | Nil  
**Reports to** | Coordinator Community Engagement
ORGANISATIONAL CONTEXT OF POSITION

The Town of Claremont employs over 100 staff and is responsible for the local government area of approximately 5km². The Town has a population of approximately 9600 people and is located in the picturesque western suburbs of Perth, Western Australia.

The Town has five key goals: Liveability, Prosperity, People, Environment and Governance & Leadership.

ORGANISATIONAL MISSION

We exist to deliver quality services for Claremont today and to build the foundation for the future.

ORGANISATIONAL VISION

Claremont will develop as a harmonious cosmopolitan Town, creating opportunities for community wellbeing and business prosperity: while respecting and celebrating the past.

ORGANISATIONAL VALUES

Respect. We are responsible for how we behave in our workplace and will show respect and courtesy to all of our colleagues and customers.

Integrity. We are open, accountable and honest.

Quality Communication. We demonstrate our respect for our community and each other through timely, accurate and understandable communication.

Customer Service. Every contact with a customer is important and an opportunity to demonstrate our commitment.

Excellence. Our focus is quality outcomes achieved on time, on budget.

OBJECTIVE OF THIS POSITION

Working in the Community Engagement team, the Communications and Marketing Officer is responsible for gathering, writing, and editing content for the Town’s communications tools, including Flourish magazine, the website, social media, media releases and responses, speeches, and other associated marketing and communications materials. This position works closely with the Senior Communications and Marketing Officer.

Objective 1: Publications and Marketing Material

- Assist the Senior Communications and Marketing Officer to produce timely and high quality publications and marketing material by researching and writing relevant and appropriate content that reflects and enhances the Town’s corporate image.
- Write, edit, and proof content for the Town’s quarterly community magazine.

Objective 2: General Communications

- Assist the Senior Communications and Marketing Officer to prepare content for the Mayor and Executive Office if required.
- Proof and edit content according to the Town’s writing style guide to ensure consistency. Provide media and communication advice to staff and service teams as required on matters affecting the Town.
- Liaise with colleagues and media outlets to book print and digital ads and notices.
- Carry out other duties as requested by management which may be reasonably expected within the scope of the classification level and skill base of the employee.
### Objective 3: Online Communications
- Develop and implement the weekly content for the Town’s social media channels (Facebook, LinkedIn and Instagram)
- Promote the Town’s community events live on social media, which will require some weekend and/or after hours work.
- Work with teams across the organisation to develop, maintain, and continually improve the Town’s website.
- Source and develop content for the Town’s regular e-newsletter and print alternative.

### Objective 4: Media Relations and Issues Management
- Contribute to media relations for the Town, including the promotion of services, activities and programs.
- Prepare media releases on both a proactive and reactive basis.
- Undertake research and prepare media responses on behalf of the Town in a timely manner.
- Attend activities and events with a media presence as required, including the fortnightly Ordinary Council Meetings.
- Organise and attend media photoshoots and interviews in collaboration with the Executive Assistant.
- Monitor the Town’s media presence, and report and make recommendations accordingly.

### Objective 5: Administration
- Provide prompt professional advice to customers on matters relating to areas of responsibility.
- Document and file information, and manage email and correspondence in line with the Town’s record management system and customer service charter.
- Observe the Town’s approvals process, including allowing sufficient time for CEO and Mayoral approvals.
- Undertake all administrative duties associated with the role.
- Implement purchases when necessary in line with the Town’s procurement process.
- Work collaboratively and positively with the Community Engagement team, including in a supportive role at community events as required, which will require some weekend and/or after hours work.

### Objective 6: Occupational Health & Safety (For all Staff)
- Comply with all workplace procedures for hazard identification, risk assessment and risk control.
- Actively participate in safety activities associated with the management of workplace health and safety.
- Follow policy and procedures as required.
- Take reasonable care to ensure his/her own safety and health at work.
- Avoid adversely affecting the safety of any other person.
- Identification and reporting of health and safety hazards, accidents, incidents, injuries, property damage at the workplace.
- Ensure the correct personal protective equipment is used for the task or activity.

### Objective 7: Corporate Responsibility (For all Staff)
- In all actions, be accountable and employ ethical decision making and good governance in line with Town’s Code of Conduct, values, policies and procedures.
- Demonstrate ongoing commitment to the Town’s Customer Experience Charter.
- Promote and maintain harmonious relationships in the workplace.
- Ensure efficient and appropriate use of resources.
- Promote the development of efficient work practices.
- Carry out other duties as requested by management which may be reasonably expected within the scope of the classification level and skill base of the employee.
• Maintain good relations with the general public and promote Council’s operations in a professional manner at all times.

**Objective 8: Continuous Improvement (All Staff)**

• Employ the mind set of continuous improvement to all work tasks by reviewing processes using Promapp.
• Support team members to review and analyse processes to identify possible improvements.
• Contribute to developing a culture of acknowledging and celebrating efforts to improve processes.

**SELECTION CRITERIA**

**Essential**

• Completed a tertiary qualification in communications/marketing or equivalent industry experience.
• Demonstrated experience in proactive and reactive communication and information service delivery.
• Highly developed and proven interpersonal, communication and influencing skills.
• Excellent written communication skills demonstrated within the context of public relations.
• Well-developed organisational skills.
• Sound computer literacy including the Microsoft Office Suite and desktop publishing applications.
• Ability to work out of hours and weekends when required.

**Desirable**

• Understanding of local government practices and procedures / working in a political environment.
• Experience with content management systems, such as Kentico, Matrix, or similar.
• Familiarity with Mailchimp or another similar email marketing platform.

**REQUIREMENTS**

The Town requires all staff prior to commencing employment to:

• Provide an original qualification for sighting or a certified copy of qualification (where listed as Essential in Position Description).
• Provide for sighting 100 points of identification including at least one with a photograph (i.e. Driver’s License and Passport or Birth Certificate).
• Complete a pre-employment medical (Town’s GP to confirm fitness to work in position).
• Complete a Police Clearance (to be assessed by Human Resources).
• Provide evidence of the Right to Work in Australia.
• Sign a change of circumstances employee declaration.

Some positions may be required to undertake other checks and verifications such as Working With Children Check and these will be specifically indicated in the Selection Criteria.

**PROBATION**

Unless otherwise stated in a Letter of Offer, this position is subject to a 6 month probation period, at which time work performance will be reviewed to determine whether permanent appointment will proceed.

**SIGNATURES:**

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