



## POSITION DESCRIPTION

<b>POSITION</b>	Media & Communications Co-ordinator
<b>POSITION NO.</b>	640019
<b>CLASSIFICATION</b>	Annualised Salary
<b>DEPARTMENT</b>	Marketing Services
<b>DIVISION</b>	Corporate
<b>LOCATION</b>	Civic Centre
<b>DATE PREPARED</b>	28 October 2009
<b>OCCUPANT</b>	Vacant

*Frankston City council's Vision is to be "a sustainable regional capital on the bay – vibrant, inclusive and a natural lifestyle choice."*

*Our Mission is to lead and govern a connected community and deliver services and infrastructure which promotes the quality of life for our current and future generations.*

*The core values that will help Council to achieve the Vision are:*

- *Community*
- *Accountability*
- *Respect*
- *Excellence*
- *Integrity*
- *Sustainability*
- *Teamwork*

### 1. POSITION OBJECTIVE

- Responsible for high level media engagement including media liaison, response to media enquiries and proactive publicity
- To develop and deliver communications projects for Frankston City and provide specialist communications advice to internal and external stakeholders
- To lead and motivate the Media & Communications Team and develop strong working relationships across the organisation

### 2. DUTIES AND RESPONSIBILITIES

#### 2.1 Key Responsibility Area – Media Relations & Communication.

- 2.1.1 Co-ordinate the delivery of Council's Media policy and develop an organisational Communications plan
- 2.1.2 Source, research, write and co-ordinate approval for media releases

- 2.1.3 Identify emerging political or community issues and provide specialist advice on response strategies, in line with Council's Communication Strategy.
- 2.1.4 Manage weekly media briefings with the Mayor and media representatives.
- 2.1.5 Work with the Mayor, Councillors, CEO, General Managers and staff to respond to media queries, ensuring a timely and accurate response in line with Councils Media Policy
- 2.1.6 Participate in crisis media management when necessary
- 2.1.7 Undertake proactive publicity and follow up with a broad range of media including local press, metropolitan media, ethnic and trade press, specialist publications and local members of parliament
- 2.1.8 To work with major city stakeholders to assist in driving publicity for Frankston as a tourism destination
- 2.1.9 Establish and maintain close relationships with media outlets

## **2.2 Key Responsibility Area - Public Relations/Communications**

- 2.2.1 Co-ordinate the timely production of a range of Council publications, including the Annual Report and Council Plan
- 2.2.2 Implement publicity strategies, media releases and campaigns with council service units in an Account Management capacity
- 2.2.3 Project manage the production of the bi monthly Community Newsletter and other Council publications eg Local Organisations directories, Staff newsletter and publish Weekly What's On in the local media
- 2.2.4 Develop, review and co-ordinate the New Residents Kit.
- 2.2.5 Work in conjunction with fellow Marketing Services Co-ordinators where required to facilitate public launches and events.
- 2.2.6 Manage the Media & Communications budget and ensure that funds are expended effectively, appropriately and within budget
- 2.2.7 Facilitate editorial committees for major council publications such as Frankston City News
- 2.2.8 Devise and implement annual media planner
- 2.2.9 Oversee Council website content management system and delivery including editing and publishing content
- 2.2.10 Edit all material produced by business units for general distribution/public consumption to ensure that it meets high standards in term of style, consistency and readability
- 2.2.11 Speech writing for the Mayor, Councillors, CEO and senior management team

- 2.2.12 Ensure compliance with Branding policy and guidelines and other strategies relevant to this position
- 2.2.13 Monitor and arrange all advertising on behalf of the Council to ensure that a customer service orientation is maintained in Council's communications at all times
- 2.2.14 Organise, write and prepare special features for the print media on activities of the Council and on topics of interest to the community
- 2.2.15 Maintain an awareness and sensitivity to the political environment in the performance of duties

### **2.3 Key Responsibility Area – Communication/Marketing Activities**

- 2.3.1 Development and implementation of a Council Communication Plan in conjunction with the Marketing Strategy.
- 2.3.2 Develop and implement annual business planning and reporting for the media and communications team in conjunction with Marketing Services' overall business plan
- 2.3.3 Develop operational procedures for key activities of Media relations and communications
- 2.3.4 Conduct annual Communications/Publications Survey and focus groups

### **2.4 Key Responsibility Area - Support/Research**

- 2.4.1 Participate in organisational committees and special projects as appropriate.
- 2.4.2 Assist with the preparation of appropriate Council policies as required.

## **3. ORGANISATIONAL RELATIONSHIPS**

Reports to	Manager Marketing Services
Supervises	Communications Officers, Publications Officer, On line Support Officer, free lance writers
Internal Liaisons	Marketing Services team, Senior Management team, Managers and Co-ordinators, Councillors and staff.
<i>External Liaisons</i>	Media (local and Melbourne), Publishing and Media Companies and networks, free lance writers and journalists; Major city stakeholders including but not limited to Sandstorm Events, Frankston Arts Centre, McClelland Gallery + Sculpture Park

#### **4. EXTENT OF AUTHORITY AND ACCOUNTABILITY**

- 4.1 Responsible for the delivery of effective media relations and communication strategies and programs.
- 4.2 Responsible for the development and maintenance of an effective relationship with relevant external bodies and organisations such as the media.
- 4.3 Responsible for the co-ordination, preparation and successful completion of special projects and reports.
- 4.4 Responsible for the implementation of policies in the areas of media relations and communications and other related areas.
- 4.5 Responsible for recommending the appropriate expenditure of funds related to media relations and communications and other associated areas.
- 4.6 Sign letters and reports of a general nature or that have resulted from specific projects.
- 4.7 Prepare recommendations to senior management in areas related to media relations and communications and other associated programs.

#### **5. JUDGEMENT AND DECISION MAKING**

Drawing from a strong media relations and communications background the work of the position is specialist professional role with the officer expected to exercise sound judgement and decision making abilities in dealing with the media on a broad spectrum of issues affecting the delivery of Council services.

Working closely with the Senior Management Team and other officers the position is expected to provide strategic advice and assist with the development of strategy and programs promoting a positive corporate image throughout the Frankston community and external stakeholders.

#### **6. SELECTION CRITERIA**

##### **QUALIFICATIONS AND EXPERIENCE**

- 6.1 An appropriate tertiary qualification or substantial experience in media, journalism, public relations or similar field.
- 6.2 Project management and policy development experience within a community development framework
- 6.3 Current Victorian Driver's Licence
- 6.4 Demonstrated Staff management experience
- 6.5 Local government experience preferred but not essential

## **SPECIALIST KNOWLEDGE AND SKILLS**

- 6.6 Ability to provide strategic counsel to influence and create positive corporate and media perceptions.
- 6.7 Creative and lateral thinking skills.
- 6.8 Ability to formulate innovative policies, programs and procedures
- 6.9 Highly developed investigative, conceptual, analytical and problem solving skills

## **INTERPERSONAL SKILLS**

- 6.10 Strong commitment and ability to work in a highly customer focused team culture
- 6.11 Strong network of contacts and relationships within the media.
- 6.12 Flair in the use of positive, effective written and verbal communication.

## **MANAGEMENT SKILLS**

- 6.13 Demonstrated capacity to complete tasks both efficiently and competently within a given time frame.
- 6.14 A sound track record in initiating and developing appropriate strategies in response to particular issues or problems.
- 6.15 Proven ability to co-ordinate a program area in a team orientated manner through motivation, enthusiasm, respect and accountability.
- 6.16 Ensure effective 2-way communication with staff
- 6.17 Provide training, coaching and development opportunities to develop staff confidence and skills
- 6.18 Provide effective leadership in performance excellence and continuous improvement by setting clear direction and objectives, devolving decision making and delegation of authority and the establishment and monitoring of clear performance indicators for staff
- 6.19 Undertake appropriate professional development activities and maintain close relationship with and participate in relevant professional and other associations.
- 6.20 Ensure all financial and budgetary objectives are achieved and reported and be proactive in taking appropriate action on any variations in a timely manner.
- 6.21 Ensure Council's Risk, OHS & Injury Management Plans are observed and complied with at a personal level.
- 6.22 Ensure compliance with all Privacy legislation and treat all information of a sensitive nature concerning the business of Council, Ratepayers or Residents in a professional and confidential manner.

When you join Marketing Services, there is an expectation that the following team behaviours are observed and practiced:

## **MARKETING SERVICES TEAM BEHAVIOURS:**

- *We are happy and proud to represent the Frankston Community*
- *We listen and appreciate everyone's contribution*
- *We appreciate constructive feedback and work to improve our skills, knowledge and processes*
- *We ask ourselves "are we exceeding our client's expectations?"*
- *We value everyone equally and provide a positive work environment*
- *We think about how our actions impact on others*
- *We strive to have a happy and healthy workplace and people*

## **GENERAL INFORMATION FOR APPLICANTS**

### **Employment Contract**

The position is offered in accordance with the Frankston City Council Enterprise Agreement (No.5) 2007 and is an Annualised Salary package circa \$80,000 including fully maintained vehicle, and 9% superannuation, depending upon qualifications and experience.

This Position Description will be subject to regular review.

### **Qualifying Period of Employment**

The successful candidate will be subject to a 6-month qualifying period in accordance with the Fair Work Act, 2009.

### **National Police Records Check**

Undertaking a National Police Records Check forms part of the pre-employment process.

### **Superannuation Choice**

Vision Super "Super Saver Accumulation Plan" (9% Employer Contribution). A choice of fund is available provided the Vision Super's 'Clearing House' facility is used.

### **Privacy and Your Job Application**

Frankston City Council is committed to ensuring your application is handled respectfully and in accordance with the requirements of the Victorian Information Privacy Act 2000 as follows:

- Any application submitted will be treated as strictly confidential.
- The personal information you submit as part of your application is collected for the purpose of assessing your application in accordance with the selection criteria outlined in this position description.
- Your application, including your personal information, may be stored until the position is filled, and if you are the successful candidate, will be stored in your personal file.
- Frankston City Council may disclose your personal information to your nominated referees.

- In submitting your application, you may provide us with the personal information of others, for example, the names and contact details of your referees. In this case you are encouraged to inform your referees that you are disclosing that information to Frankston City Council and that information may be stored until the vacancy is filled. If you are the successful candidate, the information may be stored on your personal history file.
- If you would like to enquire about the handling of your personal information, please contact Organisation Development on 9784 1835.

### **Employer of Choice**

Frankston City Council enjoys an emerging reputation as an 'Employer of Choice'. For a number of years we have received recognition from the Managing Work Life Balance Benchmarking Study as being ranked in the top 25 organisations around Australia for its Work Life Balance policies and practices. Our annual employee survey has ranked our employee satisfaction rating ahead of the municipal benchmark for since 2002.

Frankston City strives to provide a family friendly workplace, flexible working arrangements and holds a strong commitment to ensuring a work environment that is free of harassment and bullying.

Frankston City Council offers a range of Reward and Recognition Awards to acknowledge outstanding work performance.

### **Application Process**

Applications are to be addressed to Jennie Bentley, Human Resources Coordinator, Frankston City Council, PO Box 490, Frankston, 3199, Email: [applications@frankston.vic.gov.au](mailto:applications@frankston.vic.gov.au) or faxed on (03) 9784 1099 and must be received by Friday, 13<sup>th</sup> November 2009.

Mick Cummins  
**General Manager  
Corporate**