

Marketing and Communications Coordinator

Classification:	Level 7
Agreement:	The Shire of Broome Inside Staff Enterprise Agreement
Department:	Community Engagement & Projects
Directorate:	Office of the Chief Executive Officer
Location:	Administration Office
Date reviewed:	October 2024
Approved by:	Chief Executive Officer

Commitment to the Shire

Our Vision for the Shire of Broome

A future, for everyone.

Our Aspirations

To achieve our vision, we have four supporting aspirations. Our aspirations align with our core pillars – people, place, prosperity and performance. These pillars are interrelated, and each must be satisfied to deliver excellent quality of life in Broome.

<i>People</i>	We will continue to enjoy Broome-time, our special way of life. It's laid-back but bursting with energy, inclusive, safe and healthy, for everyone.
<i>Place</i>	We will grow and develop responsibly, caring for our natural, cultural and built heritage, for everyone.
<i>Prosperity</i>	Together, we will build a strong, diversified and growing economy with work opportunities, for everyone.
<i>Performance</i>	We will deliver excellent governance, service and value, for everyone.

Our Values

We live by Broome's PEARLS. These are the values and behaviours that the Shire of Broome and the local community cares deeply about. We always strive to be:

<i>Proactive</i>	Proactive, forward thinking, open-minded and innovative.
<i>for Everyone</i>	for Everyone; inclusive and welcoming of all people.
<i>Accountable</i>	Accountable, transparent and ethical.
<i>Respectful</i>	Respectful of everyone and everything.
<i>Listening</i>	Listening to people's needs and ideas; community focused.
<i>Sustainable</i>	Sustainable, aiming to meet present needs without compromising the ability for future generations to meet their needs.

Position Purposes and Objectives

To coordinate and manage communications and marketing of Shire activities, events and decisions.

Position Key Responsibilities and Duties

Corporate/Organisational

- Implement and review the Shire's Corporate Communications and Engagement Strategy
- Develop strategic and operational plans for Shire communication.
- Communicate consultatively and develop strong partnerships with Councillors, executive and senior management.
- Provide a central point of communication for consultants involved in project-based marketing activities.
- Work collaboratively with Shire departments to communicate their activities, events and decisions through communication action plans.
- Preparation of council items relating to the communications.
- Continued development, management and control of Shire of Broome branding and corporate image.
- Assist the Manager of People and Culture in the implementation of Internal Communications (e.g. Quarterly Shire Staff Newsletter)
- Assist with other duties as required within the Office of the CEO.

Communication

- Prepare and issue media releases in accordance with media deadlines to media and internet outlets and manage responses to media enquiries.
- Arrange media interviews with Shire President, Councillors and/or senior officers in adherence with Council's media policy.
- Ongoing development of the Shire's website and intranet in conjunction with information technology services and relevant Shire departments.
- Coordinate and proof marketing of Shire activities from various departments and off-site facilities such as BRAC, Library and the Civic Centre.
- Develop content and manage Shire of Broome social media accounts.
- Preparation of research, briefing notes and speeches as required for the Shire President, Deputy Shire President or proxy.
- Coordination and placement of Shire of Broome advertising.
- Write text, source photography and coordinate Shire of Broome Newsletters and Electronic Direct Mail campaigns.
- Coordination of Sister City activities.
- Print & design coordination of Annual Report, brochures, flyers and promotional material.
- Attend and liaise with media at Ordinary Council Meetings and Special Council Meetings.

Customer Interface

- Assist members of the public with queries relating to communication matters.
- Manage network of communication throughout community and government agencies.
- Where relevant maintain effective and co-operative communication with businesses, ratepayers and other major stakeholders, to ensure ethical and transparent working relationships are maintained in carrying out Council policy.

Organisational Responsibilities

Human Resource Management

- Provide leadership to and manage the development of staff according to both personnel and organisational requirements.
- Assess the team's competencies and ensure skill bases meet requirement for achieving strategic and service delivery plans.
- Ensure Annual Performance Reviews are completed on time and within the bounds of Shire Performance Review Policy.
- Oversee the recruitment and selection process in conjunction with management and Human Resources.

Work Health & Safety

- Comply with all statutory obligations, including the Local Government, Equal Employment Opportunity (EEO), Organisational Risk Management and current WHS Acts, regulations and code of practice
- Demonstrate safety leadership as a priority and seek guidance for all new or modified work practices
- Not willfully place at risk the health or safety of any person in the workplace
- Ensure safety is an agenda item at meetings
- Attendance at WHS Committee if requested.
- Complete safety observation's and ensure that any hazardous conditions, near misses and injuries are reported immediately and closed out in a timely manner
- Participate in incident investigations if required

Compliance:

- Ensure compliance with relevant legislation, policies and procedures.
- Ensure all documentation is appropriately recorded and stored.
- Ensure compliance with software licence requirements.
- Ensure compliance with the *State Records Act 2000* by ensuring corporate documents are recorded in the Shire's Record Management System.
- Carry out duties in accordance with the Shire's Code of Conduct, relevant legislation, policies, procedures and guidelines.

Budget:

- Ensure the prudent management and achievement of adopted budgeted funds and associated project and strategic outcomes in agreement with the Manager Community Engagement and Projects.

Organisational:

- Contributes to the achievements of the Directorate generally.
- To undertake special projects within skill base and qualifications when required.

Organisational Relationship/Context

Reports to:	Manager Community Engagement & Projects
Supervises:	Marketing and Communications Officer
Internal Contacts:	All Shire Staff Shire President (or proxy)
External Contacts:	Business and industry associations Community associations and stakeholders Regional bodies State and Commonwealth Government agencies Other Local Governments Consultants Media Outlets
Performance Review:	Probation period – first three months of employment Performance Appraisal conducted annually by Chief Executive Officer

Key Selection Criteria

Essential:

- Highly developed communication, public relations, written skills and interpersonal skills.
- Advanced knowledge of media requirements and procedures.
- Demonstrated experience in writing media releases, promotional material, website editing etc.

Qualifications and/or Training:

- Relevant qualifications or significant experience in marketing and communications or relevant fields
- Strong involvement in computerised environments, focusing on word processing, desktop publishing and web editing
- Comprehensive media and public relations expertise gained through previous experience.

Desirable:

- Previous relevant Local Government experience

Please note: it is a requirement of all Shire roles that the successful applicant is able to provide a National Police Clearance valid within three months, as well as submit to a drug and alcohol test as part of pre-employment screening.