

# VACANT POSITIONS

## CORPORATE MARKETING, MEDIA & EVENTS OFFICER

We currently have a fantastic opportunity for a suitably qualified and experienced marketing, media and events person to join our team and play a lead role in the development, management and growth of our Council websites, social media and events co-ordination.

The Marketing, Media & Events Officer is responsible for assisting in enhancing and raising Council's image and public profile as well as increasing engagement with the community through creative and consistent public relations, communications and social media and digital strategies that promote Council services, achievements, events and the Murweh Shire region.

As an events co-ordinator you will be responsible for promoting and co-ordinating events organised by Council, and ensuring all events are covered under COVID safe requirements to a successful conclusion.

A person in this position will need to hold a relevant tertiary qualification in Business, Marketing, Public Relations, Journalism or a related field or substantial relevant experience in a similar or related role.

### To apply for this role:

- Review the Position Description available at [www.murweh.qld.gov.au](http://www.murweh.qld.gov.au).
- Provide a covering letter detailing how you meet the Selection Criteria for this position.
- Email your response, Position Application form and Resume to [recruitment@murweh.qld.gov.au](mailto:recruitment@murweh.qld.gov.au)
- For further information relating to this role contact John Nicholson on (07) 46568355.

Applications close Wednesday 27<sup>th</sup> January 2021





# POSITION APPLICATION FORM

Please complete and return this along with your Resume, Cover Letter and any other associated documentation to [recruitment@murweh.qld.gov.au](mailto:recruitment@murweh.qld.gov.au)

## VACANCY DETAILS

Job Ref ID: \_\_\_\_\_ POSITION: \_\_\_\_\_

## PERSONAL DETAILS

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_  
 Mr  Mrs  Ms  Miss

Residential Address: \_\_\_\_\_ Postal Address: \_\_\_\_\_

Mobile: \_\_\_\_\_ Daytime Contact No: \_\_\_\_\_ Email: **must be provided**

Are you an Australian Citizen or permanent resident of Australia?  Yes  No

Have you previously worked for Murweh Shire Council? Yes  No  If yes please include details in your resume/CV

## REFEREE DETAILS (Not to be family or friends and must be current)

Do you have permission for your referees to be contacted in relation to this application? (tick one)  Yes  No

Name	Contact number	Position held/working relationship (for example, supervisor)	Office use check Initial/date
1.			
2.			

## PREVIOUS EMPLOYMENT (most recent first)

Employer name/establishment	Dates from/to	Position held	Reason for leaving	Office use check Initial/date

## DECLARATIONS

### HEALTH

Do you have any previous or current medical condition or restriction, physical or otherwise, which may affect your ability to perform the essential requirements of the job?

Yes  No

If 'Yes' please provide details:

*Important Note: Disclosure of a medical condition or restriction does not necessarily exclude an applicant from employment.*

## WORKERS COMPENSATION CLAIMS

Have you ever made a workers' compensation claim? This must include any medical condition or restriction arising from a previous workers' compensation claim. Failure to provide such information may jeopardise your rights to workers' compensation if a pre-existing disability is aggravated at work (Section 79 of the Workers' Compensation and Injury Management Act 1981).

Yes  No

If 'Yes' please provide claim details (*eg. Year of injury, company worked for, period of time off work*)

Are any claims still current?

Yes  No  Not applicable

If 'Yes' please provide claim details

## CRIMINAL CONVICTIONS

Do you have any current convictions for any offences from any court, or are you currently the subject of any charge pending before any court?

Yes  No

If 'Yes' please provide details:

## OTHER DETAILS

Do you have a current National Police Certificate (less than 6 months old)?  Yes  No

Do you have a current Australian Drivers Licence?  Yes  No  Manual  Automatic

Have you ever been disqualified from driving?  Yes  No

If yes, please provide details:

## APPLICANT DECLARATION

I declare that to the best of my knowledge the information given is true and correct. I understand that inaccurate, misleading or untrue statements or knowingly withheld information may result in termination of employment with this organisation. I understand that this application does not constitute an offer of employment. I understand that, in some cases, police and credit checks will be required and I will be notified if this applies to this application.

Applicant Signature: \_\_\_\_\_ Date: \_\_/\_\_/\_\_\_\_

*Privacy: Your application form contains personal information, which will be dealt with in accordance with our Privacy Policy. If you are successful in your application your form will become an employment record. If you are unsuccessful your application form will be destroyed.*

# Murweh Shire Council

## Position Description

<b>Position Title:</b>	Corporate Marketing, Media & Events Officer	<b>Employment Type:</b>	Permanent Full-time
<b>Department:</b>	Corporate Services	<b>Award:</b>	Queensland Local Government Industry Award (Stream A)
<b>Location:</b>	Charleville	<b>Reports to:</b>	Chief Executive Officer
<b>Classification:</b>	Level 5	<b>Supervises:</b>	n/a
<b>Salary:</b>	\$73,272 - \$75,306	<b>Certified Agreement:</b>	MSC Non-Operational Staff Certified Agreement 2018

### Murweh Shire Council

Located in South West Queensland, Murweh Shire covers an area of 40,702km<sup>2</sup> and encompasses the towns of Charleville, Augathella, Morven and Cooladdi. The Murweh Shire Council serves a community of around 5400 and is a major tourism and commercial hub for the region, with excellent schools, shopping centres and facilities for families. There is a thriving community, and the main industries in the area include grazing, agriculture and tourism.

Everything Council does is underpinned by its values which define the culture of the Organisation and the behaviours that shape our interaction with the community and each other.

#### Compassion

#### Vision

#### Trust = SUSTAINABILITY

#### Pride

#### Integrity

- ▶ We have compassion for all
- ▶ We look forward to set the path
- ▶ We are trusted
- ▶ We take pride in what we do and the way we do it
- ▶ We have transparency about the decisions we make



### Position Summary

The Corporate Marketing, Events & Communications Officer is responsible for:

- Updating, maintaining, enhancing and streamlining all council's social media platforms to positively reflect Council's core values, products and services.
- Working with Council's Executive team to produce a media and marketing plan for the Shire and to produce regular information and publicity updates as directed.
- Working closely with all media outlets and crews to promote the Shire in the most cost effective and efficient manner.
- Working closely with Tourism facility managers and co-ordinators to produce marketing material, press releases, promotions and radio interviews for general tourism and for specific events.
- Promoting and co-ordinating community events organised by Council.

## Key Responsibilities

All duties are to be conducted in an efficient, timely, professional and safe manner. The key responsibilities include, but are not limited to:

- Liaise with the Mayor, Chief Executive Officer and Directors on a regular basis to identify media and communications opportunities.
- Liaise between organisations and Council to ensure effective co-ordination of community events.
- Implement and maintain Council's corporate communications and community engagement policies and strategies to ensure a consistent approach across the organisation.
- Co-ordinate the development, review and maintain the integrity of the Council's 'style guide', internal and external corporate templates, and 'voice for all forms of digital, printed, visual and spoken communication, in consultation with Council's Executive Management Team.
- Work with internal departments to identify and prepare information of importance to the Murweh community (ratepayers, residents, businesses and/or key stakeholders) in a timely manner.
- Contribute to the co-ordination and release of approved information to the general public through:
  - Media releases
  - General publications
  - Website content
  - Online event calendar
  - Experience Charleville app
  - Social Media
  - E-newsletters/Council News
  - Projects
  - Advertising
- Contribute to the development of corporate publications including but not limited to corporate plan, operational plan, budget and annual report.
- Monitor and update all Council webpages to ensure information is current and easily accessible for the community.
- Assist with the ongoing development and maintenance of Council's image library
- Co-ordinate social media campaigns to support the Shire image.
- Monitor social media platforms for brand and topic related conversation and actively engage in posts, blogs, tweets etc. to promote the Council image.
- Undertake special projects and activities to enhance Council's communications.
- Evaluate and report on the reach and impact of media activities through regular media monitoring and campaign evaluations to find innovative ways to increase Council's social media footprint, improve engagement and integrate with other marketing and service delivery activities.

### Other

- Adhere to Murweh Shire Council policies and procedures.
- Ensure that timesheets are completed correctly and approved by your supervisor.
- Ensure all overtime and TOIL is authorised by your supervisor.
- All work is to be carried out in accordance with the Quality Assurance System.

- Commitment to Work Health and Safety, Council’s Code of Conduct and demonstrating appropriate behaviour for a public sector employee.
- Any other duties as directed.

## Skills, Experience and Qualifications

### Essential:

- Current `C` Class Drivers licence
- Tertiary qualifications in related field of study eg. Communication, Marketing, Visual Media, Journalism or substantial relevant professional experience in similar positions.

### Desirable:

- Local Government industry experience

## Selection Criteria

1. Demonstrated skills, knowledge and experience in marketing and promotional functions and practices within a corporate or public sector environment.
2. Demonstrated ability to develop marketing, communication and media relations plans and strategies.
3. Demonstrated ability to provide effective communication advice within a corporate and political environment, on diverse issues, some of which are sensitive and complex.
4. Demonstrated high-level writing skills and the ability to research, write and edit material for a wide range of publications and documents, including media releases, media briefing notes, media articles, power point presentations, internal communications, factsheets and reports.
5. Demonstrated interpersonal skills, particularly in communication, collaboration, negotiation, and the presentation of professional and technical matters to a range of audiences.
6. Ability to effectively use a range of computer software (including but not limited to Microsoft Office Suite and Adobe Acrobat)
7. Demonstrated ability to work productively within a team environment and autonomously to accurately complete tasks within allocated timeframes.

## Work Health & Safety Responsibilities

- While at work workers must take reasonable care for their own work health and safety.
- Workers must ensure that they take reasonable care that their acts or omissions do not adversely affect the health and safety of other persons.
- Workers must comply as far as reasonably able with any reasonable instruction that is given by Council to allow the worker to comply with Work Health and Electrical Safety Acts and Regulations and supporting legislation and codes of practice.
- Workers must comply with any reasonable policy or procedure of Council relating to health and safety at the workplace.

## Organisation Responsibilities

- All employees are responsible for acting in accordance with:
  - *The Queensland Local Government Act 2009*
  - *Public Sector Ethics Act 1994*
  - Council's Code of Conduct and Ethics Policy
  - Equal Opportunity Policy and
  - All other relevant legislation including Murweh Shire Council's policies, procedures and protocols as may be applicable.
- Performance will be reviewed annually against the responsibilities, accountabilities, and behaviours defined in this role description, together with a performance plan developed by the relevant supervisor.
- Murweh Shire Council values its employees and views their health as a key element of the organisations success. The Councils Workplace Health and Wellbeing Programs aims to improve the health and wellbeing of employees, increase productivity and enhance workplace culture.

## Eligibility & Pre-Employment Checks

To be appointed to a permanent position you must:

- Be an Australian citizen;
- Have permanent residency status; or
- A visa permitting you to work in Australia permanently

If you have a visa permitting you to work temporarily in Australia, you may be appointed to a temporary or casual position, provided the work complies with the conditions of your visa.

The pre-employment checks relevant to this position include:

- Right to work in Australia
- Pre-Employment Medical Assessment
- Qualification check
- Reference checks

## Position Description Approval

Position Description Approved by: Director of Corporate Services

Signature:

Date: \_\_/\_\_/2020

## Position Description Acceptance

- I, have read, understood and accepted the above information summarised in this Position Description.
- I understand that due to operational requirements, my duties and responsibilities may change from time to time and as such this Position Description may be amended.

Name:

Signature:

Date: / /