

Media & Communications Officer

Position Outline

Position	Media & Communications Officer
Work Location	23 West Street
Directorate	Community Services
Section	Economic & Community Development
Reports to	Manager, Economic & Community Development
Annual Salary Band	\$89,557.74 - \$95,385.66
Classification	Level 4, Mount Isa City Council Certified Agreement 2024
Engagement Type	Full-Time, Ongoing

POSITION OBJECTIVE

This role will work with the Marketing and Communications team and other important internal stakeholders to assist in the management of Council's media and communications through strategic and considered communication initiatives.

POSITION REQUIREMENTS

- Demonstrated skills in public relations, media relations and broad communications strategy and campaigns.
- High level ability to research, write and proof editorial content for media releases, media responses, major publications, advertisements and online technologies.
- High level of organisational skills including time management and prioritisation with the ability to coordinate and monitor timeframes ensuring deadlines are met.
- Well-developed written and verbal communication skills and understanding of media strategies.
- Manage the Council's corporate website, this includes the Look and feel of the branding, accountability for content and lead the training of staff on use of the platform
- Strong computer skills in Microsoft 365 Suite, Canva, Adobe and other platforms for media content and creation.
- There are no mandatory qualifications or requirements for this position. However, Council values the enhanced work performance which may be gained from the expanded knowledge base and skills acquired during formal tertiary training and encourage both existing and potential staff to participate in lifelong learning
- Current "C" class manual Driver's Licence or ability to acquire a licence prior to officially commencing in the role.
- High level of stakeholder engagement with internal and external stakeholders

KEY RESPONSIBILITIES

This position is responsible for the following areas and includes but is not limited to:

- Maintain and update Council's website, social media, and other platforms.
- Attend key Council events and capture photos for social media use;

- Coordinate and monitor council's presence on social media platforms including the collection of information and imagery, preparing copy and posting.
- Provide strategic and professional advice to the Mayor, CEO, Executive Management Team, Councillors and staff on key organisational messages for both internal and external communications.
- Work as part of the Marketing and Communications team to improve Council's use of communication tools including social media, websites, and professionally printed publications
- Proactively identify and produce high level content for Council media platforms.
- Develop proactive messaging campaigns reflecting the regulatory and emerging needs of the Council.
- Develop an internal process to promote Council activities and staff engagement.
- Produce Council's monthly community e-newsletter.
- Maintain constant communication with community media channels to ensure appropriate level of coverage of council news.
- This position will also be responsible for producing site promotions, email newsletters and online campaigns.
- Contribute to the management of Council's photo library and marketing collateral.
- Ensure all media collateral is in alignment and is consistent with Council branding.
- Proofread, correct, and modify information as needed that is shared with internal and external stakeholders via Council platforms
- Implement and maintain a Council led community events calendar.
- All assigned tasks completed professionally and on time.
- Regular and systematic performance reporting to the Manager, Economic & Community Development evidenced through the completion of projects within agreed timeframes and budget.
- All liaisons carried out in a professional manner being a positive ambassador for Mount Isa City Council.
- Provision of professional advice in accordance with relevant legislation and recognised industry standards.
- Work collaboratively with the Marketing and Communications section to achieve set goals such as increased website traffic, information sharing, or content creation.
- Ensure Council channels follow the proper policies and procedures including comments from community.

Out-of-ordinary hours work may be required. Council reserves the right to change these duties at any time.

KEY PERFORMANCE INDICATORS

- Deliver positive news stories through external media sources.
- Deliver positive stories through internal processes
- Lead fortnightly media and communication meetings
- Host Council wide media team meetings
- Provide quarterly media reports to council
- Monthly updates to events calendar
- Increased quality coverage on posts or news focusing on reach, engagement, and feedback
- Build positive relationships with journalists (local, state, and industry)
- Building and adhering to Council's tone and style
- Demonstrates leadership, initiative and teamwork
- Other targets as outlined in a Performance Review are achieved

The key responsibilities are to be assessed, together with the key performance indicators.



The position description and the performance agreement are subject to annual reviews and alignment with the team plan and annual operational plan.

WORK HEALTH AND SAFETY

All employees of Council have an obligation to comply with Work Health and Safety legislation including Council's Work Health policies, procedures, and work instructions.

WHAT'S IN IT FOR YOU?

When joining Mount Isa City Council, you are provided with pathways and opportunities to grow and achieve your potential. Eligible employees can access our Employee Assistance Program, elect to join our free Immunisation Program, and enjoy sporting reimbursement opportunities. Full-time employees receive 5 weeks annual leave (pro-rata to part-time employees, *not applicable to casual employment*) to enjoy time outside the workplace!

WE AT ISA...

We consider our values vital in how we serve our community. Mount Isa City Council's values are Integrity, Service and Accountability.

INTEGRITY

SERVICE

ACCOUNTABILITY

HOW TO APPLY

What to include in your application:

Please provide the following information to the panel to assess your suitability:

- Write a maximum 2 pages on how your experience, abilities, knowledge and personal qualities meet the position requirements of the role.
- Your current CV or resume, including two referees who have a thorough knowledge of your capabilities, work performance and conduct within the previous two years.

Submitting your application:

- Submit online at: <https://www.mountisa.qld.gov.au/current-vacancies>; or
- Email Human Resources on hr@mountisa.qld.gov.au
- *Both word and PDF are accepted file formats.*

Please note that:

- Council undertakes a range of checks and assessment methods to assist in selection, including criminal history checks, pre-employment medical etc.
- Mount Isa City Council is an Equal Employment Opportunity employer. Council strongly encourages all suitable applicants to apply for this role.
- ***Applicants must be eligible to live and work within Australia.***

Creation Date	25 May 2021
Review Date	30 September 2026
Contact	HR Department 07 4747 3200
Closing date	29 October 2025