

POSITION   
DESCRIPTION

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| **POSITION TITLE** | Communications Coordinator | **CLASSIFICATION** | Level Seven (7) |
| **DIRECTORATE** | Office of the Mayor & CEO | **AWARD STREAM** | Queensland Local Government Industry Award – State 2017 Award Stream A |
| **DEPARTMENT** | Brand, Media & Communications | **REPORTS TO** | Executive Manager Advocacy and External Affairs |
| **POSITION NO.** | 13,005.00 | **LAST REVIEW DATE** | April 2025 |

1. **ORGANISATION SUMMARY:**

Isaac Region covers an area of around 58,000km2 comprising 120km of Great Barrier Reef coastline and extending over 400km west to incorporate a rich agricultural and grazing heritage in addition to 27 operating coal mines producing the world’s premier metallurgical coal. Our residential population of 24,275 is made up of families, young people, resources and agriculture sector workers, retirees and sea/tree changers spread across 17 unique communities including the larger towns of Clermont, Coppabella, Dysart, Glenden, Middlemount, Moranbah, Nebo and St Lawrence. It also includes the smaller communities of Carmila, Clairview, Clarke Creek, Greenhill, Ilbilbie, Kilcummin, Mackenzie River, Mistake Creek and Valkyrie..  Our region is exposed to a range of global influences and drivers which present unique challenges to the local government professionals who serve it.  In order to address these challenges, the organisation is heavily invested in growing our cultural leadership capability to deliver on the Isaac Vision which is Helping to energise the world. This work is being supplemented by a 5-year Isaac Capability Plan to help create the organisational settings which will be needed to address these external influences over the next 5-10 years.

1. **DEPARTMENT SUMMARY:**

Many of the agendas which will emerge from the challenges and changes referred to above will increasingly rely on Council’s Advocacy to secure the long-term sustainable futures for Isaac’s communities, because they will rely on matters over which Council has no direct control. As part of the Office of Chief Executive Officer, the Advocacy and External Affairs unit will conceive, develop and assist the Mayor and Chief Executive Officer deliver ongoing and specific advocacy campaigns in collaboration with Council’s Advocacy Group. Critically it also provides research and advice to inform decisions and actions of Council, the Mayor and Chief Executive Officer.

The Advocacy and External Affairs Unit is a new unit created to add a strategic and focussed effort to these functions. Apart from advocacy and some strategic communications, several of the functions within the unit have either previously been done on an ad hoc basis across the organisation or in some cases not at all. The unit will therefore combine the following functions into an integrated suite of strategic and enabling functions with impact across the whole organisation: strategic, tactical, and operational advocacy, high level research and advisory, external affairs, strategic communications, strategic external stakeholder management, Council-wide external grants coordination, and strategic and functional relations with the Region’s First Nations peoples. Given the inherent capability of the Unit and its role in the Office of Chief Executive Officer, it will periodically assume other roles and functions as delegated by the Chief Executive Officer.

The Branding, Marketing and Communication Department is responsible for delivering brand, marketing and communications programs to enhance the public profile of Isaac Regional Council (Council) through traditional, digital and social media functions supporting the operations of Council.

1. **POSITION SUMMARY:**

The Communications Coordinator play a pivotal role in delivering all media and communication activities across Council to effectively execute Council’s core marketing and branding strategies and enhance Council’s public profile.  This includes the coordination and engagement of Council’s social media and advertising platforms, websites, media materials and publications and internal communication materials. The position will focus on developing and promoting targeted media and communication campaigns, establishing and strengthening positive and open communication channels with internal and external stakeholders.

1. **DUTIES & RESPONSIBILITIES:**

**POSITION SPECIFIC ACCOUNTABILITIES / PERFORMANCE OBJECTIVES (INPUTS/OUTPUTS)**

1. Provide high quality direction and supervision to the marketing and communications team to ensure daily functions of the team are delivered within set time frames.
2. Design, collate, edit and review all media publications and communications for a wide range of Council’s content, including but not limited to corporate publications, internal documentation, media releases and other digital and traditional media activities.
3. Support Councillors and Council Officers with the development, delivery and implementation of effective promotional campaigns and materials for internal and external business communication initiatives across multiple media platforms and sites, ensuring all communication is of the highest standard.
4. Provide high level media advice and communications to Councillors and Council Officers on matter such as but not limited to media releases, political issues, community announcements, discussion points, media responses, speeches, and briefing notes.
5. Coordinating communication and engagement functions that relate to short and long-term business objectives.
6. Provide input into reports including internal and external engagement, issues status, and evaluate and report on communication deliverables and channels.
7. Coordinate Council’s media activities including building trusted relationships that support the delivery of highly effective strategic communication and engagement outcomes, liaising with media outlets, handling media enquiries, and preparing responses.
8. Prepare and distribute media releases, publications, and internal organisational communications.
9. Strengthen existing media networks and relationships, promoting Council’s brand and reputation.
10. Act as political and media liaison and the contact for all media related enquiries by delivering professional, accurate and timely responses to enhance the brand and reputation of Council.
11. Develop and implement policy, procedure and strategy relating to marketing and communications.
12. Administer Council’s website and intranet ensuring all content complies with Council’s image and contains accurate and relevant information.
13. Any other duties as required as reasonably within the limits of the employee’s skills, competence and training.
14. **KEY COMPETENCIES**

**Knowledge and skills**

**Essential**

1. A minimum three (3) years journalism, communication or public relations experience.
2. Previous exposure working with an organisation with a dedicated media team.
3. High level of political acumen gained from working within the public sector.
4. Demonstrated understanding of media and public relations as these relate to local government and public organisations.
5. Excellent written and verbal communications skills with a proven ability to prepare information for publication.
6. Experience with Adobe Creative Suite (including Photoshop and Indesign), Microsoft Office Suite and previous experience with website development, online content management systems and social media are highly regarded.
7. Exceptional personal initiative, self-motivation and drive with the ability to prioritise competing deadlines.
8. Ability to thrive in a fast paced, evolving environment and as part of a multi-disciplinary team.
9. Strong interpersonal skills, including the ability to engage appropriately with a range of stakeholders from different backgrounds.
10. A willingness to contribute to a positive and supportive workplace culture, with a focus on professional development and continuous improvement.

**Experience**

1. Well-developed leadership/supervisory skills, including the ability to motivate and drive continuous improvement practices amongst team members.
2. Photography and videography skills are highly regarded.

**Qualifications**

**Mandatory:**

1. The role requires the possession of a current C Class Open Australian Drivers Licence.

**Mandatory internal work instructions required for this role:**

1. WI - Light Vehicle Operation CORP-WI-003

2. WI - Refuelling Vehicles, Plant & Equipment CORP-WI-113

3. WI - Loading, Securing and Unloading Vehicles CORP-WI- 063

4. WI - Vehicle Plant & Equipment Appropriate Disinfecting & Cleaning CORP-WI-129

5. WI - Tag Out for Faulty Equipment, Plant or Vehicles CORP-WI-057

6. WI - Isolation and Tagging Out of Faulty Electrical Equipment CORP-WI-057

**Desirable:**

1. Tertiary qualifications in a relevant field such as Media and Communications, Marketing, Journalism and/or Public Relations.
2. **PHYSICAL DEMAND CATEGORY:**

Sedentary Work

Light Duty - Frequent lifting / carrying of objects weighing up to 5kgs.

Medium Work - Frequent lifting / carrying of objects weighing up to 10kgs.

Heavy Work - Frequent lifting / carrying of objects weighing up to 25kgs or more.

**Audio-Visual Demands:**

Depth Perception  Colour Discrimination  Peripheral Vision  Hearing (Avg)

**Specific Actions Required: Work Environment:**

This job may include: Attribute: Yes No

Standing/Walking Sitting Driving Chemicals

None  None  None Cold

Occasional  Occasional  Occasional Dampness

1 - 4 Hrs  1 - 4 Hrs  1 - 4 Hrs Fumes/Gases

4 - 6 Hrs  4 - 6 Hrs  4 - 6 Hrs Heat/Humidity

6 - 8 Hrs  6 - 8 Hrs  6 - 8 Hrs Heights

Noise

**Repetitive Motions:**

Simple Grasping  Fine Manipulation  Pushing & Pulling  Finger Dexterity  Foot Movement

**This Job Will Require:**

**Manoeuvre Frequent Occasional None**

Bending

Squatting

Climbing

Twisting

Reaching

Plant operation with maximum seat rating of 120kgs

1. **DELEGATED AUTHORITY AND ACCOUNTABILITY (in accordance with the Delegated Authorities Register):**

Delegations as detailed in Council's Delegation of Authority register.

**EXTENT OF AUTHORITY:**

Position exercises a degree of autonomy and works under general direction with the freedom to act within established policies practices.  The position must understand that their powers are limited to their delegated authority, and know and comply with any authority/obligation that comes with their powers.

1. **WORK HEALTH SAFETY, QUALITY AND ENVIRONMENTAL OBLIGATIONS:**

**Workers and Others authorities and responsibilities include the following:**

1. Comply with any and all policy, procedures and work instructions to ensure the requirements for health, safety, wellbeing, quality and environment are adhered to.
2. Take reasonable care for their own health and safety.
3. Ensure actions or omissions do not adversely affect the health, safety and wellbeing of others or the environment.
4. Comply with any reasonable instruction to comply with the Work Health and Safety Act Qld (2011).
5. Immediately notifying their manager or Supervisor of any workplace hazard identified and rectify hazard if possible.
6. To participate in risk assessments utilising the ‘Think ISAAC’ risk model and ensure personal safety through the use of the personal risk assessments.
7. To use personal protective equipment if the equipment particularly is provided by Council and you are instructed in its use.
8. Raise any non-conformances with their supervisor.
9. Comply with the requirements of Councils health and wellbeing policy, including participation in medicals, obtaining vaccinations and maintaining a general level of fitness to work.
10. Participate in Councils rehabilitation and return to work processes as required.
11. Actively contribute to prevention of environmental harm, by compliance with any and all procedures.
12. Informing your supervisor as soon as possible of anything which may be harmful to the environment, for example, spills and leaks.
13. Consider and respond to internal and external customer needs in timely fashion.

**Equipment Operated**

1. Computer, motor vehicle
2. **RESPONSIBILITIES:**

**Corporate Responsibilities**

**Code of Conduct**

1. Compliance with Council’s Code of Conduct, management directives and policies and procedures, ensuring that behaviour and conduct;
2. is in line with the expectations of Council as specified in the Code of Conduct, and
3. decisions are made based on the principles of sound ethics and sound judgement.
4. Act at all times in line with the Principles as outlined in Council’s Code of Conduct. Specifically;
5. Integrity and Impartiality
6. Promoting the Public Good
7. Commitment to the system of government
8. Accountability and transparency

**Conflict of Interest**

1. Employees of Council have specific obligations relating to conflict of interest and where there may be a conflict of interest with Council activities or there may be a detrimental effect on the performance of the employee, other employment or contracts will not be undertaken without prior written approval from the CEO.

**Other**

* Commitment to Council’s Corporate Plan.
* Commitment to Equal Employment Opportunity, Diversity and Merit principles.
* Commitment to ensuring a workplace free from harassment and discrimination.
* Efficient and effective utilisation of resources as allocated under the level of responsibility for this position.

1. **GENERAL OBLIGATIONS:**
2. This is a description of the job as it is at presently constituted. It is the practice of this organisation periodically to examine employees’ job descriptions and to update them to ensure that they relate to the job as then being performed, or to incorporate whatever changes are being proposed. This procedure is jointly conducted by each manager in consultation with direct reports and may involve a representative of Human Resources. You will, therefore, be expected to participate fully in such discussions. It is the organisation’s aim to reach agreement to reasonable changes where identified.
3. Employees may be required to undertake a variety of duties not related to their substantive role in times of disaster or significant organisational crisis.
4. All employees are responsible for making and keeping records in accordance with legislation, information standards and other relevant guidelines and procedures.
5. All employees shall be required by the Council to obtain and to maintain the necessary registration and licences that such employee would normally be required to hold in order to fulfil their position.
6. **CERTIFICATION:**
7. The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

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|  | **EMPLOYEE** | **DEPARTMENT MANAGER** |
| **NAME** |  |  |
| **SIGNATURE** |  |  |
| **DATE** |  |  |

A group of people walking on a grassy hill

Description automatically generated