



# Position Vacant – Social Media & Communications Officer

For full details and requirements of the role – Please refer to the Position Description

## BENEFITS AND CONDITIONS

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Employment will be in accordance with the Local Government Industry (Stream A) Award State – 2017 and Balonne Shire Council Certified Agreement

- Permanent, Full time position
- Prior to appointment, the chosen applicant will need to successfully complete a Pre-Employment Medical Examination and a Criminal History check
- Salary cash component – Level 3 - \$67,450 per annum, full-time equivalent
- 5 weeks Annual Leave with 17.5% loading per annum, pro rata
- 15 days Sick Leave per annum, pro rata
- Council offers employees the ability to salary sacrifice some expenses such as rent through a salary packaging arrangement
- Weekend and after hours work may be required at times
- Balonne Shire Council is an equal employment opportunity employer and offers a smoke free working environment
- Superannuation – Guarantee Levy (11.50%) applicable on commencement of employment. Contributions at the rate of 6% (employee) & 13.5% (employer) are compulsory after 12 months employment. Personal contributions are able to be salary sacrificed
- Any other terms and conditions may be negotiated with the successful applicant

## HOW TO APPLY

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All applications must include:

- A completed Application for Employment Form
- Cover letter
- Resume
- Responses to the selection criteria – found under Position Requirements in the Position Description

Applications may be submitted via email, hand delivered or post as follows:

Email: [recruitment@balonne.qld.gov.au](mailto:recruitment@balonne.qld.gov.au)

Hand delivered: 118 Victoria Street, St George QLD

Post: PO Box 201, St George QLD 4487

**Please quote Council reference – 24-25-018**

For further enquiries regarding this vacancy and associated selection process, please contact Mr Joshua Euler on 07 4620 8888.

*Note: All information submitted by an applicant for this role is subject to the Right to Information Act 2009. As a result, information submitted by all applicants may be released under the Act if requested.*

**APPLICATIONS CLOSE – 5pm, Sunday 12<sup>th</sup> January 2025.**

**Michelle Clarke**  
**CHIEF EXECUTIVE OFFICER**

# Position Description – Social Media & Communications Officer



POSITION DETAILS		
DEPARTMENT:	Office of the CEO	
POSITION:	Social Media and Communications Officer	
REPORTS TO:	Corporate Communications Manager	
DIRECT REPORTS:	Nil	
PRINCIPAL LOCATION:	118 Victoria Street, St George	
EMPLOYMENT BASIS:	Permanent, Full Time	
POSITION PURPOSE:	The <b>Social Media and Communications Officer</b> is responsible for helping to ensure Council’s communication is effective in delivering timely, relevant, accurate and consistent information across different mediums (print, radio, television, online and social media) to maximise coverage to the relevant target audience with a key focus on marketing and promotional activities for the Council, and in particular, undertake duties involving social media and graphic design.	
POSITION REQUIREMENTS (selection criteria)		
TYPE	ESSENTIAL	DESIRABLE
QUALIFICATIONS		1. Qualifications in marketing, communications, business or related degree would be highly desirable
SKILLS	<ol style="list-style-type: none"><li>1. Ability to demonstrate experience in contemporary communications and social media practices</li><li>2. Ability to interpret and apply policies, procedures and legislative requirements</li><li>3. Proven analytical and problem-solving skills, including using initiative and creativity</li><li>4. Ability to investigate and resolve issues through research, collection and analysis of data and to make recommendations on solutions</li><li>5. Ability to meet deadlines, prioritise workload and work effectively both independently and as part of a team</li><li>6. Deliver high quality outcomes</li><li>7. Ability to deliver excellent customer service through communication skills and media platforms</li><li>8. Ability to liaise effectively with stakeholders in a culturally diverse environment</li><li>9. Highly developed computer skills, including proficiency using the Microsoft Office suite and graphic and/or web design</li></ol>	
EXPERIENCE		2. Experience in a local authority, government organisation or medium sized organisation

## Position Description – Social Media & Communications Officer



		3. Minimum two (2) years' relevant professional experience, in similar positions would be an advantage	
<b>IMMUNISATION REQUIREMENTS</b>			
The ticked boxes indicate the immunisations required for this role in accordance with the <b>BAL-1044 Immunisation Procedure</b> .			
<input type="checkbox"/> Influenza	<input type="checkbox"/> Hepatitis A	<input type="checkbox"/> Varicella (chickenpox)	<input type="checkbox"/> Pertussis (whooping cough)
<input type="checkbox"/> Tetanus	<input type="checkbox"/> Hepatitis B	<input type="checkbox"/> MMR	<input type="checkbox"/> Rabies
<input type="checkbox"/> Q Fever	<input type="checkbox"/> Other:		
<b>POSITION KPI's</b>			
Key performance indicators for the position are developed in consultation with the employee as part of their annual performance appraisal.			
<b>AUTHORITY/DELEGATION</b>			
Works independently under general guidance, guidelines and objectives provided by the Chief Executive Officer. All media releases and materials/publications are to be prepared in collaboration with the Corporate Communications Manager and approved by the Mayor and/or Chief Executive Officer or their delegate. This position has delegated purchasing authority in accordance with <b>Council's Delegation Register</b> .			
<b>RESPONSIBILITIES</b>			
<b>INHERENT RESPONSIBILITIES</b>			
<ul style="list-style-type: none"> <li>To work in a competent, professional, and ethical manner at all times, respecting clients and fellow workers.</li> <li>Work in a safe manner at all times and report any workplace risks.</li> <li>To comply with all Council policies, practices and procedures and fulfill Council reporting functions as required.</li> <li>Communicate all health and safety matters to supervisors where applicable.</li> <li>Abide by and assist in maintenance of the Council's Safety Management System.</li> <li>To be punctual and reliable.</li> <li>To report problems or difficulties encountered.</li> <li>Contribute to the Council with suggestions for improvement.</li> <li>Monitor personal qualifications and licences to ensure currency.</li> <li>All council employees are bound by the <i>Queensland Local Government Act 2009</i> to act with integrity, and in a way that shows a proper concern for the public interest. All employees are responsible for acting in accordance with the Balonne Shire Code of Conduct and relevant policies, procedures and protocols as may be applicable.</li> <li>Communicate reliably and regularly, especially when working alone.</li> <li>Be environmentally responsible by minimising wastage without compromising safety or effectiveness.</li> </ul>			
<b>KEY CRITICAL RESPONSIBILITIES</b>			
<ul style="list-style-type: none"> <li>Ensure timely, accurate and informative information is distributed to stakeholders for engagement &amp; relationship management.</li> <li>Organisational Communication and Engagement Strategy is reviewed, implemented and maintained.</li> </ul>			
<b>KEY RESPONSIBILITIES</b>			
The key responsibilities may be modified from time to time to ensure the expected outcomes are coordinated with Council's operational and corporate plans. The key responsibilities include but are not limited to:			
<b>Specialist – Engagement and Communications</b>			
<ul style="list-style-type: none"> <li>Establish and maintain effective engagement and communication strategies with residents, ratepayers and key internal and external stakeholders based on the spectrum developed by the International Association for Public Participation (IAP2);</li> </ul>			

- Expand the Balonne Shire Council's media presence by proactively creating and developing new opportunities including generating and producing timely relevant information, communication and messages to inform, consult and/or engage the community;
- Liaise with the Mayor, Chief Executive Officer and Directors on a regular basis to identify media and communications opportunities including but not limited preparing press releases, speeches, briefing notes and presentation;
- Assist in preparing the following publications, including graphic design:
  - weekly wrap staff newsletters;
  - community newsletter – Balonne Bulletin.
- Where required, run polls, competitions and organise activities to increase community engagement including marketing materials and advertisements;
- Review, implement and maintain Council's corporate communications and community engagement policies and strategies to ensure a consistent approach across the organisation;
- Develop and maintain the integrity of the Council's 'style guide' and 'voice' for all forms of digital, printed, visual and spoken communication;
- Work with project managers to develop the look and reader friendliness of Council's corporate documents such as the Annual Report, Annual Operational Plan and Budget & Corporate Plan, rates information, brochures and fact sheets, as required;
- Assist the Disaster and emergency management group with media for Prevention / Preparation / Response and Recovery ensuring safety of the Balonne Shire community;
- Liaise with the Information Technology Co-ordinator to support the strategic use and implementation of communication solutions.

## Online presence and Social Media

- Manage the content of Council's website including reviewing and wordsmithing content to reflect the corporate identity of communications;
- Develop social media campaigns to support the Shire image;
- Monitor, moderate and respond to Council's social media platforms to stimulate conversation with new and existing audiences;
- Report on trending and effective social media activity and find innovative ways to increase Council's social media footprint, improve engagement and integrate with other marketing and service delivery activities:
  - Monitor social media platforms for brand and topic related conversation and actively engage in posts, blogs, tweets etc. to promote the Council image;
  - Develop and maintain a library of Council's images for use in publications, social media and website;
  - Ensure that all communication, marketing and promotional activities are undertaken in accordance with statutory obligations and Council policy including Right to Information and Information Privacy legislation;
  - Develop You Tube channel and library of promotional videos to promote and market the Balonne Shire achievements, activities and workplace;
  - Perform other duties within your capabilities as directed.

## MANAGEMENT SYSTEMS RESPONSIBILITIES

### Organisational Continuous Improvement & Quality Management

- Willingness and ability to adapt to challenge and opportunities, for example:
  - changing workforce capabilities;
  - changing technologies and operational procedures by expanding your knowledge of future trends and required competencies.
- Willingness and ability to set the example and live by Council's values;
- Willingness and ability to advocate a positive and constructive organisational culture;
- Willingness to accept responsibility for your own actions and decisions, and to be held accountable for such;
- Willingness and ability to integrate the competing demands of work, home, community and self;
- Willingness to actively participate in all training provided.

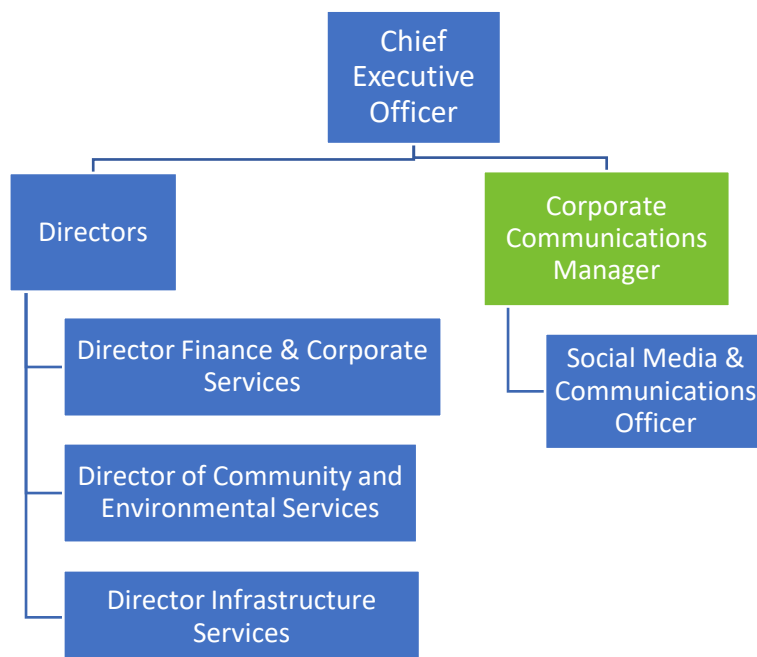
## Work Health & Safety and Risk Management

- Be responsible and accountable for adhering to the Work Health and Safety (WHS) Obligation & Responsibility Statements applicable to the position. A copy of the current Obligations and Responsibility Statement will be provided as part of induction. All safety documentation is available in Council's safety management system;
- Be responsible for applying WHS to daily tasks performed in the workplace including completion of risk assessments;
- Undertake a vaccination risk assessment and ensure required vaccinations are completed;
- Ensure compliance with COVID Safe Plans as applicable;
- Maintain knowledge of safe work procedures in relations to maintenance and construction work;
- Report all matters beyond your authority promptly;
- Take all practical measures to ensure that your workplace is safe and without risk to health or property.

## ADMINISTRATION RESPONSIBILITIES

- Assist with the continuing development of a cultural change and continuous improvement within the workforce to ensure departmental services are provided in a competitive, cost effective manner;
- Provide appropriate information as requested to assist with the preparation of annual estimates of expenditure in the section, and to report to the Chief Executive Officer circumstances which may cause significant variances in actual expenditure from approved estimates as soon as identified;
- Ensure that requests are investigated, acted on and reported upon in accordance with Council Policy;
- Ensure that Council Policies and manuals are fully understood and adhered to;
- Ensure that approved purchasing procedures are adhered to;
- Keep the Chief Executive Officer appropriately and adequately informed on the current state of activities in the section and to highlight in advance any points likely to influence Council operations or relations with ratepayers and/or the public;
- Maintain a personal time management system to ensure deadlines are met to ensure that other staff of the Council are given due notice and time to comply with deadlines so that their own personal planning is not inconvenienced.

## ORGANISATIONAL STRUCTURE



# Application for Employment

Please complete this form for **each** position being applied for. You **must** attach a resume and cover letter to your application. You may also wish to attach additional supporting documentation.

Position: Social Media and Communications Officer		Reference Number:24-25-018	
<b>Applicant Details</b>			
Surname:		First name:	
Postal Address:			
Contact Number:		Alternate Number:	
Email Address:			
<b>Summary of Work History</b>			
<b>Current Employer:</b>		Commenced:     /     /	
Location:			
Main Duties:			
<b>Previous Employer:</b>		Commenced:     /     /	
Location:		Concluded:     /     /	
Main Duties:			
<b>Previous Employer:</b>		Commenced:     /     /	
Location:		Concluded:     /     /	
Main Duties:			

# Application for Employment

## Licences, Certificates and Qualifications

☐ C – Car ☐ Other:

## Experience

Have you ever performed in a supervisory role? ☐ Yes ☐ No

*Estimated total length of experience:*

- ☐ Less than 2 years
- ☐ Between 2 years and 5 years
- ☐ Between 5 years and 10 years
- ☐ More than 10 years

*In which industry did you gain the majority of this experience?*

- ☐ Rural Industry
- ☐ Mining Industry
- ☐ Road Construction / Maintenance
- ☐ Other Construction / Maintenance
- ☐ Combination of most of the above
- ☐ Other:

## Application Questions

Do you require any special arrangements at an interview? ☐ Yes ☐ No

If yes, please provide details below: \_\_\_\_\_

Do you hold a current Queensland Driver's Licence? ☐ Yes, number: \_\_\_\_\_ ☐ No

What is your current residency status?

- ☐ Australian Citizen
- ☐ New Zealand Citizen
- ☐ Resident of Australia
- ☐ Other:

Do you have proof of Right to Work in Australia in accordance with the Department of Immigration and Citizenship guidelines? ☐ Yes ☐ No ☐ Non-citizen with a valid visa that provides work rights

Where did you find this advertisement?

- ☐ Seek
- ☐ Facebook
- ☐ Other social media
- ☐ Other:
- ☐ Employee referral
- ☐ Newspaper
- ☐ Council website

## Referees

Please list the names of two (2) professional referees who are in a position to provide a reference about your work performance:

### Reference No. 1

Name:		Contact Number:
Organisation:		Direct Supervisor? <input type="checkbox"/> Yes <input type="checkbox"/> No

### Reference No. 2

Name:		Contact Number:
Organisation:		Direct Supervisor? <input type="checkbox"/> Yes <input type="checkbox"/> No

## Declaration

I declare that, to the best of my knowledge, the answers to the questions in this application are correct, and I understand that, if any false or deliberately misleading information is given or any material fact suppressed, I will not be accepted for employment by Council. If such information or fact is discovered after I have been employed by Council, my employment may be terminated. I understand that I may be required to undergo a pre-employment functional assessment, criminal history check, drug and alcohol test prior to commencement of employment.

Have you attached a copy of your **resume** and **cover letter**? ☐ Yes ☐ No

Applicant's Name (Print): \_\_\_\_\_

Signature: \_\_\_\_\_

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

*Thank you for your interest and for considering us as a potential employer. Balonne Shire Council is an Equal Employment Opportunity Employer.*