

Position Description

POSITION	: Communications Officer
REPORTS TO	: Community and Engagement Manager
LOCATION	: Alexandra

Purpose

To coordinate and deliver internal and public communications about Council activities in a way that reflects our values; and provide leadership and advice on how best to target and prioritise messaging that tell our stories.

Our Values

Our values embody the culture of the Central Otago District Council, how we behave and how decisions are made. They are built by staff, for staff, ensuring that all employees are on the same page so we can achieve and deliver our vision.



**Be
Respectful**



**Work
together**



**Be
courageous**



**Me manaaki tētahi ki tētahi, me
pakihiwitahi te tū – kia haere tahi ai tātou**

**Respect each other, stand shoulder to shoulder – so that we may travel on this
journey together**

Key Accountabilities

1. Create internal and external communications for and about CODC through platforms such as publications, newsletters, posters and interpretation, website, social media content and videography.
2. Advise on the strategic direction of Council's communication processes and develop procedures that reinforce these.
3. Provide education and training to work colleagues, managers and elected members on communications techniques and story development.

4. Monitor and report on reach and effectiveness of communications platforms, campaigns, and delivery style.
5. Coordinate and deliver communications plans and campaigns for Council projects and activities.
6. Report on Council activities and decision-making and identify and develop opportunities that help the community understand Council projects and activities.
7. Compose written features on behalf of and in collaboration with the Chief Executive, Mayor, and Executive Leadership team, as required.
8. Maintain an awareness of current events and issues that may affect our community and provide professional advice to the Executive Leadership Team and/or elected members those matters.
9. Build functional relationships with media and community representatives in order to amplify the reach of Council's messaging and enhance balanced communication.
10. Work alongside work colleagues to design, deliver and analyse surveys and consultation processes.
11. Participate in Council's response in managing a civil defence event.
12. Undertake assigned projects or duties as determined by the Community and Engagement Manager and/or Chief Executive Officer.

Key Result Areas

Key result areas have been identified to assist in formulating performance objectives.

1. A high level of professionalism and customer service is provided at all times.
2. Communications reflect Council's communication style and values.
3. Story development and message deliveries relate to target audiences.
4. Relevant, timely and helpful advice on communications is provided to both internal and external parties.
5. Strategic and tactical communications plans are facilitated, implemented and effective.
6. Council's communications platforms and engagement processes are recognised as relevant, timely, informative and personable.
7. Relationships with work colleagues, media, and community representatives are professional and value-added.

Delegations

Makes decisions within the authority delegated by the Chief Executive Officer.

Position Requirements

Experience/Knowledge

- Preferred tertiary level qualification in communications, media or public relations
- Proven experience and capability in written and visual communication
- Previous experience within a communications, public relations agency or media team preferred

Specific Skills

- Excellent relationship and stakeholder management skills
- Excellent communication skills – both written and oral
- Public relations
- Understanding of good design principles
- Ability to manage multiple projects and work priorities
- Strategic thinking
- Analytical and problem solving skills
- Time management and organisational skills
- Confidentiality

Personal Qualities

- Leadership
- Initiative
- Creativity
- Self confidence
- Ability to express ideas clearly
- Ability to work unsupervised
- Well presented professional image
- Honesty and integrity
- Conscientiousness
- Patience and tact
- Supportive
- Sense of humour
- Ability to promote the desired image of the Central Otago District Council through good public relations

Relationships

External

Public
Media
Stakeholder organisations
Community groups

Internal

Chief Executive Officer
Executive Leadership Team
Community & Engagement Manager
Elected Members
Staff