

POSITION DESCRIPTION

Position Title:	Marketing and Communications Officer
Award/Agreement:	TOC Industrial Agreement 2024 (and any subsequent agreement)
Classification level:	7
Directly reports to:	Manager Communications & Customer Relations
Positions under Direct Supervision:	Nil

Organisational Context of Position

The Town of Claremont employs over 100 staff and is responsible for the local government area of approximately 5km². The Town has a population of approximately 11,000 people and is located in the picturesque western suburbs of Perth, Western Australia. The Town has five key goals areas: Leadership and Governance, People, Liveability, Environmental Sustainability and Prosperity.

Organisational Mission

We exist to deliver quality services for Claremont today and to build the foundation for the future.

Organisational Vision

The Town is a progressive, respectful, sustainable, local government supporting a connected, flourishing community.

Organisational Values

- **Respect:** We are responsible for how we behave in our workplace and will show respect and courtesy to all of our colleagues and customers.
- **Integrity:** We are open, accountable and honest.
- **Quality Communication:** We demonstrate our respect for our community and each other through timely, accurate and understandable communication.
- **Customer Service:** Every contact with a customer is important and an opportunity to demonstrate our commitment.
- **Excellence:** Our focus is quality outcomes achieved on time, on budget.

OBJECTIVES OF THIS POSITION

This position will be responsible for planning and monitoring social media to drive growth and engagement as well as maintain and continually improve the Town's website.

The role will deliver great content that will enhance the community's positive perception of the Town and support the ongoing development of the Town's brand in the digital space.

Objective 1: General Communications, Marketing Material & Digital Content

- Assist Manager Corporate Communications to build the Town's social media strategy and grow its presence.
- Produce timely and high-quality content by researching and writing relevant and appropriate content that reflects and enhances the Town's corporate image.
- Develop and implement the social media content calendar, build on storytelling and drive narrative content across Facebook, LinkedIn, Instagram and YouTube.
- Delivering social media marketing campaigns to support Town initiatives.
- Assist graphic designer with details for all digital assets and coordinating marketing material.
- Improve digital user experience (UX) and increasing digital customer engagement.
- Maintain, and continually improve the Town's website.
- Create content for the Town's publications including regular monthly e-newsletter, quarterly newsletter and Annual Report.

Objective 2: Moderation and Analytics

- Monitor and moderate digital platforms for channel growth and suggest strategies to improve engagement.
- Develop social media reporting for performance of activity and growth.
- Analyse insights to form data-driven content.
- Ongoing moderation across the Town's social and digital platforms.

Objective 3: General Communications and Visual Design

- Photography – organise and / or attend photography and publicity shoots when necessary
- Select images for social platforms
- Carry out other duties as requested by management which may be reasonably expected within the scope of the classification level and skill base of the employee.
- Assist with preparation of media releases
- Build and maintain strong relationships with relevant external stakeholders
- Provide prompt professional advice to customers on matters relating to areas of responsibility.
- Document and file information and manage email and correspondence in line with the Town's record management system and customer service charter.
- Observe the Town's approvals process, including allowing sufficient time for CEO and Mayoral approvals.
- Undertake all administrative duties associated with the role.
- Implement purchases, when necessary, in line with the Town's procurement process.
- Work collaboratively and positively with the team, which will require some weekend and/or after-hours work.

Objective 4: Work Health & Safety (For all Staff)

- Comply with all workplace procedures for hazard identification, risk assessment and risk control.
- Actively participate in safety activities associated with the management of workplace health and safety.
- Follow policy and procedures as required.
- Take reasonable care to ensure his/her own safety and health at work.
- Avoid adversely affecting the safety of any other person.
- Identification and reporting of health and safety hazards, accidents, incidents, injuries, property damage at the workplace.
- Ensure the correct personal protective equipment is used for the task or activity.

Objective 5: Corporate Responsibility (All Staff)

- In all actions, be accountable and employ ethical decision making and good governance in line with Town's Code of Conduct, values, policies and procedures.
- Demonstrate an ongoing commitment to the Town's Customer Experience Charter.
- Provide a high level of customer service.
- Promote and maintain harmonious relationships in the workplace.
- Ensure efficient and appropriate use of resources.
- Promote the development of efficient work practices.
- Maintain good relations with the general public and promote Council's operations in a professional manner at all times.
- Adhere and follow the Town's Record Keeping Plan.
- Carry out other duties as requested by management which may be reasonably expected within the scope of the classification level and skill base of the employee.

Objective 6: Continuous Improvement (All Staff)

- Employ the mind set of continuous improvement to all work tasks.
- Support team members to review and analyse processes to identify possible improvements.
- Contribute to developing a culture of acknowledging and celebrating efforts to improve processes.

SELECTION CRITERIA**Essential**

- A tertiary qualification in a relevant discipline and/or relevant work experience that could be equated to tertiary qualifications
- Demonstrated experience in executing successful digital marketing campaigns.
- Highly developed verbal, written and interpersonal skills
- Broad knowledge of digital communication tools and trends
- Creative skills applicable to digital content creation
- Knowledge of website analytic tools, Google analytics, link building and website audits, and proven experience in using data to inform campaigns and decision-making
- Well-developed organisational skills.
- Sound computer literacy including the Microsoft Office Suite, Content Management Suite and desktop publishing applications.
- Ability to work out of hours and weekends when required.

Desirable

- Experience in identifying and segmenting target audiences and devising creative digital campaigns that engage, inform and motivate
- Video creation and editing skills (Adobe Premiere Pro)
- Photography and photography editing skills

- Audio production skills
- Understanding of local government practices and procedures / working in a political environment.
- Experience with content management systems, such as Umbraco, Matrix, or similar.
- Familiarity with Mailchimp, Survey Monkey or another similar email marketing platform.

REQUIREMENTS

The Town requires all staff prior to commencing employment to:

- Provide an original qualification for sighting or a certified copy of qualification (where listed as Essential in Position Description).
- Provide for sighting 100 points of identification including at least one with a photograph (i.e. Driver's License and Passport or Birth Certificate).
- Complete a pre-employment medical (Town's GP to confirm fitness to work in position) or completion of a medical questionnaire.
- Complete a Police Clearance (to be assessed by Human Resources).
- Provide evidence of the Right to Work in Australia.
- Sign a change of circumstances employee declaration.

Some positions may be required to undertake other checks and verifications such as Working With Children Check and these will be specifically indicated in the Selection Criteria.

PROBATION

Unless otherwise stated in a Letter of Offer, this position is subject to a 6 month probation period, at which time work performance will be reviewed to determine whether permanent appointment will proceed.

Signatures

Chief Executive Officer Approval

Signature

Date

Employee

Signature

Date