

Communications Officer

POSITION DESCRIPTION



Position Number:	4023
Department:	Office of the CEO
Section:	Workforce and Governance
Unit:	Media and Communications
Position Status:	Fixed Term Full Time
Classification:	Level 4 – Rockhampton Regional Council Certified Agreement 2022 – Internal Employees
Reports To:	Coordinator Communications and Engagement
Revised:	October 2025

General Position Statement

This position supports Council's direction to lead the proactive and reactive communications of assigned Council business units including media, marketing and community education.

Communications Officers will be the main point of contact for media advice and matters for Councillors related to their portfolios, including managing overall media messaging for Council as an organisation on a daily basis and prioritizing key messages.

Performance standards and expectations relating to this position will be detailed in the individual performance plan.

Specific Responsibilities

The successful candidate must be able to fulfil the following position responsibilities.

- Lead media, marketing, and community education communications for assigned business units and sections;
- Provide sound advice to Coordinator of Media and Engagement to inform Council's brand perception by the Community;
- Prepare detailed communication plans for Coordinator review including media, marketing and community education.
- Work with Coordinator of Media and Communications to ensure Council communications are benchmarked to tangible KPIs and results are reviewed to drive efficiencies.
- Maintain a high-level awareness of Council's strategic direction and progress of projects across Council to ensure messaging is consistent and effective across all platforms.
- Support the Coordinator Media and Engagement in managing major media and emerging issues in media and social media for assigned business units and sections;
- Build effective and collaborative relationships with journalists and other levels of Government;
- Support engagements with Media and Communications team and Councillors in line with adopted policies;

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- Working with Coordinator Media and Engagement, support the broader public relations goals of Council by drafting a range of content including feature articles, media releases, marketing campaigns, speeches, newsletters, briefings, scripts, advertising and publication.
- Create innovative and engaging digital content for online platforms to enhance Council's online brand management through building Council's reputation, recognition of service delivery and visibility within the community;
- Generate, edit, publish and share daily content sourced through Council meetings, projects and activities to promote a positive image of Council and facilitate constructive exchanges online;
- Monitor and evaluate crisis management activities and responses within your units alongside the Coordinator Media and Engagement;
- Monitor, create and push proactive content to social media platforms to generate positive media coverage and community content for Council;
- Proactively research and analyse critical and emerging issues and keep abreast of current events relevant to Council;
- Following the approved media process and provide assistance to all other sections of Council on media;
- Assist with long-term content planning in line with current Service Level Agreements and media strategy;
- Refer matters that may impact upon the business, Council and employees to the relevant Supervisor or Manager;
- Undertake other relevant duties as directed, consistent with skills, competence and training.

Position Requirements

Your suitability for this role will be assessed against the following competencies.

Skills/Competencies

- Demonstrated knowledge of the role of communications in a corporate and politically sensitive environment;
- Demonstrated strong written and oral communication with experience in the development and production of media releases, feature articles, digital content, marketing, and promotional literature;
- Proven interpersonal skills with demonstrated ability to consult and liaise professionally with media groups, and key stakeholders;
- Demonstrated ability to work under pressure and meet deadlines;
- Strategic thinking and problem solving skills and experience in applying these to improve standards of communication;
- Knowledge about the operations of media organisations, a strong news sense, and an understanding of media work processes and information needs;
- Ability to use initiative and maintain a high degree of confidentiality, discretion and judgment while maintaining a strong customer service approach;
- Solid project management, time management, and forward planning skills;
- Communicate Effectively – Ability to communicate with others verbally and in writing to meet requirements of the role.
- Teamwork and Collaboration – Ability to work together with others to achieve common goals both within immediate team and teams across Council.
- Goal Setting – Ability to set, define and deliver goals that are SMART – *Specific, Measurable, Achievable, Relevant and Timely*.
- Time Management – Ability to plan and organise tasks/work to meet objectives of the role.

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- Problem Solving – Ability to analyse problems by gathering information and develop a solution (in line with role responsibilities) or options and make a recommendation.
- Decision Making – Ability to use sound judgement to make the best decision based on information gathered and analysed within the boundaries of the role.
- Deliver Excellent Customer Service – Ability to meet customers' expectations around safety, time, cost and quality.
- Focus on Continuous Improvement – Ability to identify opportunities to enhance team effectiveness and improve team's customers' experience.
- Adaptable to change – Ability to adapt to changing work environments, technology, work priorities and organisational needs.

Qualifications

- Degree qualification in Communication and/or Marketing, and/or substantial experience in this field.

Desirable Qualifications and Experience

- Knowledge and understanding of emerging media distribution platforms.
- Experience in media/journalism within a local government, public relations or media environment;
- Graphic design experience;

Behaviours

- *Customer Service* – Ensure that you are focused on our customer/s when carrying out your responsibilities.
- *Safety* – Carry out your duties in a safe manner whilst ensuring the safety of your team members and customers, in accordance with Council's Health and Safety Duty Statements and associated safety policies / procedures.
- *Code of Conduct* – Ensure that your behaviour is aligned with the Code of Conduct.
- *Council Values* – Ensure that your behaviour is aligned with the values statement adopted by Council.

Additional Requirements

- Ability to work in an office and outdoor environment.
- Ability to legally operate a motor vehicle under a "C" Class Licence.
- Ability to work with screen based equipment over long periods with prescribed rest breaks.
- Ability to set up public events, media briefings, public relations activities and field inspections.
- Ability to work outside of normal work hours and a willingness to be on-call for urgent media matters.
- A willingness to undertake a Functional Capacity Evaluation to satisfy the inherent physical requirements of the position.
- Provision of a satisfactory Criminal History Check - Police Certificate (Australia Wide Name Only Police Check).

Delegations and Authorisations

Financial, Administrative and Corporate Delegations may be applicable to this position and are detailed in the Delegations Corporate Register.

Legislative Sub-Delegations and Authorisations may also be applicable to this position and are detailed in the external public registers. Both registers are available on Council's Intranet.

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Acknowledgement

This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

Authorised By:	Deputy Chief Executive Officer
Signature:	
Date:	
Employee Name:	
Employee Signature:	
Date:	