



SHIRE OF
HARVEY

Team work

We are a united team who works together towards a common goal.

Integrity

We are empowered and accountable when making decisions.

Excellence

We are committed to an exceptional customer experience.

Leadership

We are adaptable and responsive in our leadership.

Respect

We are respectful of our history and work together to build our future.

Engagement and Communications Officer

Our vision

Together, towards an even better lifestyle.

1. Position details

Directorate:	Executive	Level: 6 to 7
Reports to:	Coordinator Marketing and Communications	
Supervision of:	Nil	
Significant Working Relationships:	Manager Public Relations and Communications Marketing and Communications Team CEO External stakeholders Internal stakeholders	

2. Position summary

The Communications and Engagement Officer is responsible for implementing the Shire of Harvey's Communications and Engagement Plan (2021-2026). This role focuses on fostering effective communication with external and internal stakeholders enhancing stakeholder participation and promoting transparency in local governance. The Officer will develop strategic communication initiatives that reflect the Shire's vision and objectives, ensuring external and internal stakeholders are informed and engaged in local affairs.

3. Community strategic objectives



Diversified
Economy



Connected
Communities



Protected Natural
Environment



Sustainable Built
Environment



Effective Civic
Leadership

4. Our values

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5. Key duties and responsibilities

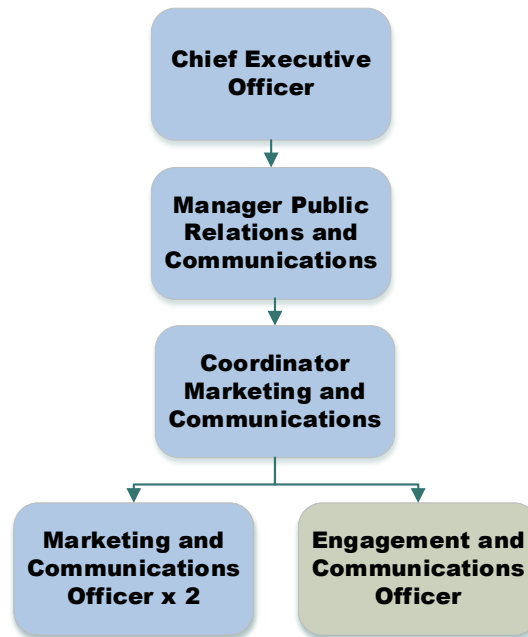
Key functions	Specific duties
Communications	<ul style="list-style-type: none">• Develop and implement communication strategies that promote the Shire’s initiatives and services in line with the Communications and Engagement Plan.• Ensure messaging is consistent with the Shire’s vision and values.
Stakeholder Engagement	<ul style="list-style-type: none">• Facilitate stakeholder consultations, workshops and surveys to gather feedback and promote public participation.• Design and implement inclusive engagement strategies to ensure diverse community representation.• Work with all Shire Business Units on collaborative stakeholder consultation strategies and engagement.
Event Support and Coordination	<ul style="list-style-type: none">• Collaborate with the Executive Directorate teams to plan and execute corporate events, ensuring effective communication and promotion.• Assist with the logistics of events, including marketing, stakeholder engagement and on-the-day coordination
Content Development	<ul style="list-style-type: none">• Create engaging content for the Shire’s various platforms, including Shire of Harvey Newsletter, social media and the Shire’s website and engagement platform, “Have your say”.• Ensure all content is accurate, timely and aligned with community interests and needs.
Social Media Management	<ul style="list-style-type: none">• Manage and grow the Shire’s social media presence by creating and curating content that engages the community.• Monitor and analyse social media metrics to inform communication strategies and increase engagement.

Media Relations	<ul style="list-style-type: none"> • Prepare draft press releases, media kits and other materials as required for approval.
Reporting and Evaluation	<ul style="list-style-type: none"> • Monitor and evaluate the effectiveness of communication and engagement strategies, providing reports and recommendations for improvement. • Maintain records of stakeholder and community feedback and engagement activities for reference and future planning.
Reputation Management	<ul style="list-style-type: none"> • Monitor public feedback through various communication channels and identify emerging issues or opportunities to enhance the Shire's reputation. • Address and resolve public concerns or complaints in coordination with relevant Shire departments to build trust with the community.
Other	<ul style="list-style-type: none"> • Support the Marketing and Communications Teams as required • Reasonable duties commensurate with classification level. • National Crime Check. • Current "C" Class Drivers Licence.
Organisational	<ul style="list-style-type: none"> • Work in accordance with the Shire's Work Health and Safety and risk management principles. • Work in accordance with the Shire's defined Equal Employment Opportunity and Anti-discrimination legislation, procedures and principles. • Create and capture records of work activities in line with policies and procedures. • Contribute to ensuring a cohesive team approach where knowledge is shared and there is a demonstrated commitment to continuous improvement and self-development and take part in annual performance appraisal. • Adhere to the Shire's Code of Conduct, policies and management practices as amended from time to time. • Contribute to the attainment and development of strategic plan outcomes, strategies, and actions.

6. Extent of authority

Position works under the general direction of the Coordinator Marketing and Communications and Manager Public and Communications within established guidelines, procedures and Council policies.

7. Your team



8. Position selection criteria

Essential

1. Appropriate tertiary qualifications in journalism/marketing or equivalent, or substantial experience in a similar role.
2. Demonstrated knowledge, experience and the ability to apply the principles and practices of stakeholder engagement and consultation with a working knowledge of engagement tools and techniques.
3. Highly developed communication and relationship building skills, including the ability to negotiate, manage conflict, establish trust, network and gain cooperation with internal and external stakeholders.
4. Ability to create interesting and effective content for the communication of initiatives for use on the Shire's social media and digital platforms as well as traditional print publications.
5. Experience with Content Management Systems, record keeping and social media scheduling, and Adobe Design Suite applications and stakeholder database systems.
6. Ability to manage multiple projects, meet deadlines with strong attention to detail, and be confident to work autonomously.
7. Demonstrated ability in coordinating events, workshops and meetings

Desirable

1. Previous experience in a local or state government.
2. Tertiary qualifications in a relevant field or discipline and completion of Completion of International Association for Public Participation (IAP2) Certificate in Engagement.
3. Demonstrated experience in using the Have your say platform.
4. Demonstrated experience event and workshop coordination.