

[Name] Selection Criteria Response: Communications & Engagement Officer

Essential Criteria

1. **Qualifications & Experience**

I hold a Bachelor's degree in Journalism, complemented by over five years of experience in communications and engagement roles across both government and non-profit sectors. My background includes managing content creation, media relations, and stakeholder engagement, aligning well with the requirements of this position.

2. **Stakeholder Engagement**

In my current role, I coordinate community engagement initiatives, ensuring broad participation from a range of stakeholders. I am well-versed in stakeholder engagement principles, and I have successfully employed tools such as online surveys, focus groups, and workshops to gather insights and foster community connection. My knowledge of engagement frameworks enables me to design outreach strategies that are both inclusive and impactful.

3. **Communication & Relationship-Building**

My experience has equipped me with advanced communication and relationship-building skills, enabling me to develop trust with a wide array of stakeholders. In my previous role at XYZ Council, I managed partnerships with local businesses and residents, building rapport and resolving conflicts as they arose. I am confident in my ability to establish collaborative relationships and encourage participation in community initiatives.

4. **Content Creation for Various Platforms**

I have a strong background in crafting compelling content for social media, digital platforms, and print. For instance, I recently led a campaign to promote XYZ Council's sustainability initiatives, creating posts, infographics, and print material that engaged a diverse audience. My work has contributed to substantial increases in social media engagement and awareness of council projects.

5. **Technical & Digital Competencies**

I am proficient in the use of Content Management Systems, social media scheduling software, Adobe InDesign, Photoshop, and Illustrator, and maintain excellent digital record-keeping practices. Additionally, I am familiar with stakeholder database systems such as HubSpot, which I've used extensively to track engagement metrics and streamline communications.

6. **Project Management & Independence**

In my current role, I manage multiple projects independently, including community newsletters, engagement events, and website updates. I prioritize tasks effectively, ensuring deadlines are consistently met. My attention to detail ensures that all communication is clear, accurate, and aligned with organizational goals.

7. **Event Coordination**

I have organized numerous community events and workshops, including annual town hall meetings and community information sessions. These events have required detailed logistical planning, coordination with multiple stakeholders, and clear communication to ensure high attendance and smooth operations.

Desirable Criteria

1. **Government Experience**

I have two years of experience in local government, where I supported various community projects, giving me valuable insight into council procedures and community expectations.

2. **Advanced Certifications & Training**

I have completed the International Association for Public Participation (IAP2) Certificate in Engagement, which has deepened my understanding of best practices in community engagement and provided me with tools to plan effective consultation processes.

3. **Platform-Specific Experience**

I have used “Have Your Say” in my role with XYZ Council to conduct public consultations, gather feedback, and inform the community about new projects. My experience with this platform will allow me to quickly contribute to community engagement initiatives at the Shire.

4. **Expanded Event Coordination Experience**

I have organized large-scale workshops and community forums, successfully managing details such as registration, stakeholder communication, and post-event reporting. My strong event coordination skills ensure that all events are well-planned, inclusive, and achieve the intended objectives.