



## **POSITION DESCRIPTION**

### **Media & Executive Officer**



1. **TITLE and POSITION NUMBER:** Media & Executive Officer (018)
2. **LEVEL:** Level 7 – as per the [LGIA 2020 \(WAIRC\)](#) a registered Agreement with the WA State Industrial Commission (01/01/2023).
3. **TERM:** Full Time, Fixed Term (Maternity Leave Cover) 9 months with possible extension
4. **DEPARTMENT/SECTION/LOCATION:** Office of the CEO
5. **POSITION OBJECTIVES**

#### *5.1 Media*

Plan, develop and deliver day to day media and content requirements for the Shire including the preparation of media releases and media statements, as well as producing and managing content and communication strategies and conveying information from the community back to the Executive Management team. Deliver emergency services communications when required. Assist in the timely dissemination of information in an appropriate and digestible format to the community.

#### *5.2 Executive*

Provide efficient, effective and compliant administrative and secretarial support to the CEO and ensure the coordination of organisational executive support functions, including the management of governance and risk management functions. The role will provide high level, professional support to the CEO including coordinating minutes and agendas for Committee, Council and Executive Leadership Team meetings, arranging meetings and travel for the CEO along with liaison with external stakeholders to facilitate activities such as Citizenship Ceremonies, visiting dignitaries and other ceremonial events.

This role will assist other staff within the Office of the CEO Directorate that are responsible for governance, risk, and elected member support, as directed by the CEO.

### **6. REQUIREMENTS OF THE POSITION**

- Exceptional written and verbal communication skills.
- Interpersonal skills and the ability to develop relationships with a wide range of stakeholders.
- Highly developed computer skills, with the ability to utilise the Microsoft suite of products.
- Excellent time-management and organisational skills.
- Flexibility to work evenings, weekends, and public holidays as required.

### **7. KEY DUTIES/RESPONSIBILITIES**

#### **Executive:**

- Provide administrative and secretarial support to the CEO, including but not limited to, coordinating the preparation of standard and non-standard reports, correspondence and presentations for the CEO.
- Responsible for the travel and registration arrangements for conferences and training for the CEO.

- Daily maintenance, organisation and control of the CEO's correspondence and appointments.
- Provide project and executive support to CEO as required.
- Develop and review policies and procedures for the CEO.
- Supervise the delivery of accurate and timely Council reports, agenda and minutes including the coordination and management of the reporting actions from Council resolutions as and when required.
- Coordinate with relevant staff, organisational activities requiring participation, involvement or responses by the CEO, including speeches, participation in civic events and responses to community members.
- In liaison with relevant staff, consolidate resolution of contentious issues and complaints directed to the Office of the CEO.
- Provide a high-level of customer service to both internal and external stakeholders with respect to CEO operational requirements, ensuring legislative requirements are adhered to.
- Recording and reporting on external stakeholder contact and advocacy activity by the CEO.
- Complying with relevant legislation regarding documentation and record keeping and ensuring a high standard of general housekeeping is maintained for the area.

#### **Media:**

- Research, prepare and distribute media statements on behalf of the organisation.
- Provide quality and timely responses to enquiries received via the Shire's media channels.
- Coordinate and submit all Shire of Merredin advertisements.
- Research, write and distribute the quarterly Shire newsletter and e-newsletter.
- Coordinate and update content on the Shire's corporate website and Staff Intranet.
- Maintain the Shire's social media channels (Facebook, X, Instagram and LinkedIn) including posting directly and covering Shire events, and coordinate responses from appropriate departments.
- Work with the Executive Leadership Team to promote and support a consistent and whole of Shire communication to all stakeholders.
- Provide media and communications advice and community feedback to the CEO.
- Coordinate communications and various media with relevant internal and external stakeholders.
- Work out of hours to assist in the dissemination of emergency services information, as required.

#### **Other**

- Develop and produce quality documents and promotional materials including corporate documents, information booklets, flyers, posters and any other printed

material that adhere to the Shire's Branding and Style Guide.

- Act as Shire photographer at events and official occasions including Citizenship Ceremonies, as required.
- Ensure Shire events are distributed via appropriate channels in a timely manner.
- Create monthly media reports for Council.
- Write speeches and notes for interviews, as required.
- Record all relevant documentation in Shire's record keeping system as per organisation procedures to a satisfactory level.
- Any other reasonable duties as directed by the CEO and/or line management within known skills, knowledge, and capabilities.

## **8. ORGANISATIONAL RELATIONSHIPS**

**Responsible to:** Chief Executive Officer

**Supervision of:** Nil

### **Internal and External Liaison**

**Internal:** Chief Executive Officer

Executive Managers

All other Staff

**External:** Creditors/Debtors

Ratepayers

General Public

Government Departments

Other Local governments

State and Federal Government agencies

Politicians

Councillors

Local Government Agencies

Media Organisations

Community groups

Various Business Organisations

## **9. EXTENT OF AUTHORITY**

Operates under the direction of the Chief Executive Officer within established guidelines, procedures and policies of Council as well as statutory provisions of the Local Government act and all other relevant legislation. Operates in accordance with delegated authority as assigned by the Chief Executive Officer.

## **10. SELECTION CRITERIA**

### **Essential**

- Experience with social media management.
- Well-developed design skills.
- Well-developed IT skills.
- Willing and able to work outside of office hours and travel if required.

- Well-developed written, verbal and interpersonal communication skills with a high attention to detail and accuracy.
- Considerable experience in a senior secretarial or administration position.
- High level of computer literacy, particularly in the Microsoft Office and Adobe suite of products.
- Well-developed organisational skills with the ability to manage time, work output and priorities and handle a range of tasks with competing priorities within tight timelines.
- Demonstrated ability to work within a team environment and autonomously.
- Demonstrated ability to effectively deal with sensitive, political and confidential duties.

#### **Desirable**

- Tertiary qualifications (Diploma or Bachelor's degree level) in business administration, local government, Media, Communications, Marketing, Public Relations, or significant experience in a similar role.
- Experience in the development, review and implementation of policies and procedures.
- Efficient agenda preparation, minute-taking and document compilation skills.
- Knowledge of local government meeting procedures and protocols, as well as legislation, structure and functions.
- Design skills and experience using platforms including the Adobe Creative Suite and Canva.
- Understanding of media liaison and current media/ Public Relations practices and legislation such as copyright law, anti-spam legislation and privacy legislation.
- Working knowledge of structure and role of local government, including knowledge of the Local Government Act 1995 and other relevant legislation; and
- Knowledge of, and experience using, SynergySoft, web-based conferencing systems and online document sharing systems (e.g. Google Docs).
- Experience in local government.
- Experience preparing media releases.
- Experience in website and content management.

#### **11. CONDITIONS OF EMPLOYMENT INFORMATION**

- The Officer will be required to provide a satisfactory National Police Clearance and Pre-employment Medical Examination including Drug Test as a condition of employment prior to commencing duties.
- Annual Leave will apply in accordance with the indicated Award of this position.
- Uniforms will be provided in accordance with Shire Policies.
- Superannuation will be paid to your nominated super fund as per the Superannuation Guarantee Legislation and relevant Shire Policies.

- All staff must understand and comply with the Shire of Merredin Staff Induction, Code of Conduct, Policies, Procedures and Protocols.
- All employees are required to contribute to a culture of safety and take reasonable care for the physical and psychological health and safety of themselves and others at work.
- All employees are covered by, and are expected to comply with, the Work Health and Safety Act 2020 and Work Health and Safety (General) Regulations 2022 along with the Shire’s Work Health and Safety Policy.
- All other conditions in accordance with the indicated Award/Agreement of the position and must comply with the [Industrial Relations Act 1979 \(WA\)](#) and the [Minimum Conditions of Employment Act 1993 \(WA\)](#).

NOTE: All parties are to sign and date the areas provided to indicate their mutual agreement of the requirement of this position.

<b><i>New Employee</i></b>	New Employee Signature:	Date:
<b><i>Current Manager</i></b>	Manager Signature:	Date:
<b><i>Chief Executive Officer</i></b>	CEO Signature:	Date: