



Performance Profile

Communication and Engagement Officer

Our Vision	Our Objectives	Our Values
A vibrant coastal community, connected to the environment, living the village lifestyle.	<ul style="list-style-type: none"> Enhance community connection and well-being. Operate as environmental custodians for the future. Support local jobs, industry, and small business and facilitate sustainable development. 	Consistency Sustainability Honesty Integrity Teamwork Transparency Respect
Our Commitment		
Protect what makes us special, improve our quality of life, and plan for future generations.		

Position:	Communication and Engagement Officer	Direct Reports:	Nil
Department:	Governance		
Reports to:	Chief Executive Officer		
Status:	Full-time		

Performance Summary
<p>The Communication and Engagement Officer is expected to:</p> <ul style="list-style-type: none"> Improve the quality of communication and engagement within the Shire Upskill and provide support to all employees to improve engagement capability Enhance and create positive relationships with the community Increase community awareness of Shire initiatives and milestones Create a positive social media presence that demonstrates that Denmark is an excellent place to live, work and visit Look for opportunities to innovate and implement best practice Be solution focused, have a 'can do attitude' and operate strategically Champion the Shire's vision, values and mission statement

Key Responsibilities

- Develop, implement and evaluate best practice communication and engagement strategies to effectively engage a range of different sectors and stakeholders within the community
- Provide communication and engagement strategy advice and content to help support employees delivering projects and services within the Shire, including supporting staff in the development and review of stakeholder engagement plans
- Provide advice and support to embed a culture of engagement across the Shire that reflects a best-practice approach to community and stakeholder communication and engagement
- Work closely with employees across all teams within the Shire to increase knowledge and capability in both internal and external communication and engagement
- Monitor and report weekly on community and stakeholder interests, assess program and project risks and provide recommendations on how to manage complex and contentious issues
- Provide advice to Council, Executive and Management team to ensure community views and values are incorporated into decision making and during the planning and delivery of projects and services
- Contribute to the Shire's strategic planning through providing advice on risks and opportunities and developing initiatives geared to enhancing external relationships
- Draft the Shire's Annual Report and the review the Integrated Planning and Reporting Framework documents as required.
- Prepare high quality, well-targeted, written and audio-visual communication materials (including media releases, website content, newsletters, videos, social media content etc.), that increase community awareness of the Shire's activities and progress in achieving strategic objectives and delivering major projects
- Create and disseminate positive social media and public relations stories that enhance the Shire's brand and increases pride in living, working and visiting Denmark
- Accept new responsibilities, help team members, learn new skills and focus on organisational improvement
- Undertake additional duties as required by the Chief Executive Officer

Position Requirements

- Experience in delivering key responsibilities of the role
- Ability and motivation to achieve performance summary criteria
- Proficient in Microsoft Office and social media applications
- Local Government experience (desirable)
- 'C' Class Driver's Licence

General Accountability, Attitude, Behaviour and Conduct

Every person carrying out work for the Shire has a personal accountability, obligation and responsibilities, attitudes, behaviour and conduct, as detailed in the Shire's Code of Conduct, including:

- Adhering to management directives and approved policies and procedures.
- Taking reasonable care to ensure personal safety and health at work of themselves and other persons.
- Adhering to lawful and reasonable directions from the employer and particularly those relating to employee integrity, confidentiality, Shire reputation, efficiency, fraud and corruption prevention.
- Respecting and maintaining Shire values and culture.

Certification

As the occupant of this position, I have noted and agreed to the Values, statement of duties, responsibilities and other requirements as detailed in this document.

NAME _____

SIGNATURE _____

DATE _____

MANAGER _____

SIGNATURE _____

DATE _____

PERFORMANCE PROFILE REVIEWED

DATE _____