



**SNOWY MONARO**  
REGIONAL COUNCIL

# **BUSINESS PAPER**

**Administrator Delegations Meeting**  
**22 August 2016**

## ***CONFLICTS OF INTEREST***

A conflict of interest arises when the Administrator or Council staff are influenced, or are seen to be influenced, in carrying out their duties by personal interests. Conflicts of interest can be pecuniary or non-pecuniary in nature.

A pecuniary interest is an interest that a person has in a matter because of a reasonable likelihood or expectation of a financial gain or loss.

A non-pecuniary interest can arise as a result of a private or personal interest, which does not relate to money. Examples include friendship, membership of an association or involvement or interest in an activity.

The Administrator or staff member who considers they may have a conflict of interest should read Council Policy.

The responsibility of determining whether or not the Administrator or Council employee has a pecuniary or non-pecuniary interest in a matter, is the responsibility of that individual. It is not the role of the Administrator or General Manager, or another Council employee to determine whether or not a person may have a conflict of interest.

Should you be unsure as to whether or not you have a conflict of interest you should err on the side of caution and either declare a conflict of interest or, you should seek the advice of the Director General of Local Government.

The contact number for the Director General of Local Government is 4428 4100.

## ***COUNCIL CODE OF CONDUCT***

The Council Code of Conduct is a requirement of Section 440 of the Local Government Act 1993, which requires all councils to have a code of conduct to be observed by the Administrator, members of staff and delegates of the Council attending a Council meeting or a meeting of a committee of Council.

The code of conduct sets out the responsibilities of the Administrator and Council employees attending a Council meeting or a meeting of a committee of Council. The code also sets out how complaints against a Council employee, the Administrator or General Manager are to be made.

## ***COUNCIL CODE OF MEETING PRACTICE***

The Council Code of Meeting Practice is a requirement of Section 360(3) of the Local Government Act 1993, which requires all councils to have a code of meeting practice. The code of meeting practice is to be observed by the Administrator, members of staff, delegates of the Council and members of the public attending a Council or a meeting of a committee of Council.

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## **Acknowledgement of Owners of Land**

Council wishes to show our respect to the First Custodians of this land the Ngarigo people and their Ancestors past and present who pass on this duty of custodianship of the land to us the current custodians. We are proud to be Australian and celebrate the diverse backgrounds and cultures that make up our Nation – our Land.

**ADMINISTRATOR DELEGATIONS MEETING  
TO BE HELD IN BERRIDALE OFFICE, 2 MYACK STREET, BERRIDALE NSW 2628**

**ON MONDAY 22 AUGUST 2016  
COMMENCING AT**

**BUSINESS PAPER**

- 1. OPENING OF THE MEETING**
- 2. DECLARATIONS OF PECUNIARY INTERESTS/CONFLICT OF INTEREST**  
(Declarations also to be made prior to discussions on each item)
- 3. CORPORATE BUSINESS - KEY DIRECTION 6. MANAGING DEVELOPMENT AND SERVICE DELIVERY TO RETAIN THE THINGS WE VALUE**
  - 3.1 Implementation of Snowy River Avenue Concept Design 2
- 4. CORPORATE BUSINESS - KEY DIRECTION 7. PROVIDING EFFECTIVE CIVIC LEADERSHIP AND CITIZEN PARTICIPATION**
  - 4.1 Report Requesting Recruitment of a Communications Officer and Digital Media Officer 6

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### 3.1 IMPLEMENTATION OF SNOWY RIVER AVENUE CONCEPT DESIGN

Record No:

Responsible Officer:	Manager Community & Strategic Planning
Author:	Strategic Planner
Key Direction:	6. Managing Development and Service Delivery to Retain the Things We Value
Delivery Plan Strategy:	DP6.11 Plan for, and undertake, works to improve the visual amenity of towns.
Operational Plan Action:	OP6.33 Implement the recommendations from the Jindabyne Action Plan.  Administrator Delegation at its meeting on 12 August 2016 resolved that the matter be deferred to the meeting to be held on 19 August 2016.
Attachments:	Nil
Cost Centre	
Project	
Further Operational Plan Actions:	

#### EXECUTIVE SUMMARY

A site inspection of Snowy River Avenue was attended by the Snowy Monaro Regional Council Administrator, members of the Local Representative Committee for the former Snowy River Shire and local businesspersons where project staff illustrated aspects of the Concept Design produced to inform the Snowy River Avenue refurbishment.

The meeting served to reiterate key issues that need resolution before further progress and finalisation of a detailed design. Key issues include car parking numbers, heavy vehicle loading, requirement to address and seek improvement to public footpath particularly in the vicinity of the Westpac bank and the priority of the project in Councils overall project priorities.

The following officer's recommendation is submitted for Council's consideration.

#### OFFICER'S RECOMMENDATION

That Council

- A. receive and note the information contained within the report on Snowy River Avenue Project and
- B. agree to allocate savings in the Strategic Planning 2016 budget for strategic planning projects to undertake a detailed design for Kalkite Street to produce a design with no net loss of car parking within the precinct;
- C. receive a further report which identifies in consultation heavy vehicle loading options within the precinct;
- D. subject to the resolution of a) carparking no net loss and b) loading area, continue to detailed design phase in consultation with key stakeholders, with a view to commencing Stage 1 of the

3.1 IMPLEMENTATION OF SNOWY RIVER AVENUE CONCEPT DESIGN

project (Kalkite Street car parking redesign and works on Snowy River Avenue Kalkite Street to Gippsland Street intersection) within the 2017 financial year; and

- E. Not include work on the northern side of Snowy River Avenue as part of stage one, and that any saving realised be allocated to a design that links Snowy River Avenue through a town square to the Jindabyne Town Centre. The refurbishment of the north side of Snowy River Avenue be included in a subsequent stage.

## BACKGROUND

The site inspection commenced with a short briefing session to familiarise the Administrator with the progress and process of the Snowy River Avenue refurbishment project thus far. This included viewing and explanation of project materials associated with the concept design. Following this, businesspersons arrived and presented several concerns they had identified within the concept design for resolution. These included the need for a loading facility within the design, the redesign of car parking to either side of the Avenue, the need for renewal of materials to the northern side of the Avenue and the existing provision of a kerb ramp to the frontage of Westpac bank.

The party then commenced site inspection of Snowy River Avenue for explanation of how the proposed changes would be installed in context. This included explanation of which portions of the concept design comprised the respective phases for construction. Several locations of interest within the concept design were visited with explanation provided by project staff. These included the street frontage to the Westpac bank, the proposed redesign to the street frontage of Central Park, the Clocktower car park and driveway and the Kalkite Street car park and Kalkite Street. This was followed by a shorter visit to the site of the proposed 'town square' at the northern extent of Snowy River Avenue. Staff noted the interest of the Administrator to make further progress in improving this location and developing the town square as envisaged in the Jindabyne Action Plan 2009. Staff concur with the Administrator that implementation of this would greatly advance the outcome of the unified town centre espoused by the Jindabyne Action Plan. This would also provide an observable progression toward this outcome for the community.

During site inspection it was suggested that works to the northern side of Snowy River Avenue were unnecessary at the present time. Strategic Planning Unit would discourage adoption of this approach on several grounds detailed as follows.

The implementation of the Snowy River Avenue refurbishment is one of a number of projects to implement outcomes from the Jindabyne Action Plan. Central to the Jindabyne Action Plan was the objective to use design to create a cohesive and unified town centre, stretching from the east of Jindabyne Town Centre to Kalkite Street at the western extent. A break in continuity of design would be imposed by implementing works to only one side of Snowy River Avenue. Put succinctly, the purpose of the project is indeed to change the streetscape in a tangible fashion, whilst unifying the design cues as much as practicable throughout the town centre area. This break would also undermine the core reason for having pursued the project as an integrated design and infrastructure renewal, rather than simple replacement of the existing road structure.

This leads to an additional point of concern with the suggestion regarding the cost and practicalities of implementation. There are cost efficiencies involved in the implementation of both infrastructure and design objectives within the same project. If a portion of Snowy River Avenue is omitted from the scope of the project, this portion *will* eventually require renewal at some time. There is no guarantee or projection as to the longevity of the currently installed streetscape at issue and estimates as to the remaining lifespan of currently installed surface

materials are at risk of being overly optimistic. Consultants on the project did make specific mention of where replacement of surfaces and materials was adjudged unnecessary during this renewal cycle. This includes areas to the eastern end of Snowy River Avenue. The location discussed herein *was not* one of these locations. The eventual renewal required will not benefit from the efficiencies arising from implementation at the same time as other works, and unnecessary costs will accrue to Council.

A further point of concern arises from the fact that the Jindabyne Action Plan was developed as a result of extensive community consultation over several years. The resulting objectives have been embedded within successive Delivery Programs and Operational Plans of the then-Snowy River Shire Council and now Snowy Monaro Regional Council. The process of physically transforming Jindabyne from its present state to that envisaged by the Jindabyne Action Plan outcomes does involve adaption to the way the town centre operates, but this process is necessary, manageable and finite – there is a definitive end point. This is the tangible activity of translating community vision within the Jindabyne Action Plan to specific detail on-ground. The project team suggests that omitting a portion of the design vision around a lone property holding, in a relatively obvious fashion, would be a politically unpalatable result for the community – particularly in light of the extended period of consultation to produce the Jindabyne Action Plan – and that this would cause genuine damage to Council's future attempts at community engagement and consultation in Jindabyne. Harm would also likely result to the community consultation and notification processes involved in the remainder of the Snowy River Avenue project itself.

## **QUADRUPLE BOTTOM LINE REPORTING**

### **1. Social**

The Snowy River Avenue refurbishment supports outcomes from the Jindabyne Action Plan 2009. The Jindabyne Action Plan was developed through several years of detailed planning studies and community consultation. The implementation of the Snowy River Avenue refurbishment creating pedestrian-friendly main street is of core importance to achieving Operational Plan objective OP6.21: "Implement the recommendations from the Jindabyne Action Plan".

Implementation of a design for Snowy River Avenue which increases pedestrian amenity and design also supports Operational Plan objective OP5.15: "Maintain and improve the infrastructure that facilitates active and healthy travel options, such as walking and cycling, in all localities in accordance with the ten year management plan."

### **2. Environmental**

To date, the project has already involved the installation of stormwater infrastructure to Snowy River Avenue. This has environmental benefits for the sound transportation of stormwater away from the urban area. It will also add to the longevity of surface materials installed in the built environment. There are also opportunities arising from the installation of bins and other street furniture to meet other environmental objectives, including OP6.20: "Consider options to address urban littering throughout the Region's towns, villages and open spaces".

### **3. Economic**

The Snowy River Avenue refurbishment seeks to greatly enhance the amenity and visual appeal of the Jindabyne town centre area. It is anticipated that this will have positive effects for the local economy including increased appeal to visitors and the economic benefit of more patronisation of the precinct by pedestrian traffic.

#### **4. Civic Leadership**

Council demonstrates civic leadership through its commitment to uphold outcomes from the Jindabyne Action Plan, as per OP6.21. This tangibly demonstrates Council's response to community input as communicated within the Jindabyne Action Plan.

Council has sought to advance the Jindabyne 'main street' concept espoused by the Jindabyne Action Plan through the professional conduct of the project thus far. The project is managed by an integrated team involving Operations and Strategic Planning staff, providing guidance to NSW Public Works in their day-to-day management of the project. The project has recruited appropriate expertise for the development of the concept design from consulting firms specialising in landscape architecture and urban design as well as civil engineering.

#### **Determination by Administrator**

Approved by Administrator Dean Lynch in accordance with *Section 226 dot point one (1) or two (2) of the Local Government Act 1993*.

Signature: .....

Date: .....

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#### 4.1 REPORT REQUESTING RECRUITMENT OF A COMMUNICATIONS OFFICER AND DIGITAL MEDIA OFFICER

Record No:

Responsible Officer:	Director Special Projects Office
Key Direction:	7. Providing Effective Civic Leadership and Citizen Participation
Delivery Plan Strategy:	DP7.13 Through clear and consistent communications, Council provides the community with timely feedback in progress towards goals.
Operational Plan Action:	<p>OP7.38 Continue to implement the strategies and actions of the 2014 - 2017 Communication Strategy to ensure that communication methods meet the needs of the organisation and the community.</p> <p>Administrator Delegation at its meeting on 12 August 2016 resolved that the matter be deferred to the meeting to be held on 19 August 2016.</p>
Attachments:	<p>1. Social Media Implementation Strategy <a href="#">↓</a></p> <p>2. Communications Officer - Position Description <a href="#">↓</a></p> <p>3. Digital Media Officer - Position Description <a href="#">↓</a></p>
Cost Centre	3120 – Senior Management Services
Project	Communications
Further Operational Plan Actions:	<p>OP7.37 Council's monitoring and reporting mechanisms enable timely and accurate information on progress towards achieving the community's goals identified in the adopted strategic and operational plans in accordance with the IPR framework.</p> <p>OP7.39 Undertake consultation with community and staff, providing assistance where possible, throughout the proposed merger process as directed by the State Government.</p> <p>OP7.40 Support and encourage public engagement methods which invite comment from community and informs the decision making.</p>

#### EXECUTIVE SUMMARY

Recently it has been again highlighted of Council's need to have a dedicated Communications Officer as a priority in order to coordinate and promote the diverse activities of council, particularly those benefits that are being achieved by local government reform. In addition, the opportunity to expand our digital media presence will compliment this strategy.

Following investigation and research of similar positions and responsibilities in other CBRJO councils, a draft position description for a communications officer was prepared and a job evaluation utilising SRSC's OO-Soft system was undertaken.

It is proposed that the two recommended positions are not additional positions on the organisational structure, but rather a reallocation of duties of existing positions.

The following officer's recommendation is submitted for consideration.



### **OFFICER'S RECOMMENDATION**

That Council:

- A. Receive and note this report;
- B. Endorse the proposed Communications Officer position description for internal advertising;
- C. Endorse the proposed Digital Media Officer position description for internal advertising;
- D. Should no suitable applications be received from the internal recruitment for either of the positions they be external advertised; and
- E. Support these positions to be funded through reallocation of duties held by the successful candidates and documented as positions within any future organisational restructure

### **BACKGROUND**

As we continue the transition of the new entity Snowy Monaro Regional Council, improved communications between Council, our community and our staff has been agreed as a priority through all levels of the organisation. Currently there is no dedicated officer who is responsible for these activities and it is seen that there will be many benefits from having a resource who can coordinate the organisation's internal and external communications.

A dedicated Communications Officer will allow the Council to allocate responsibilities, actions and processes that support a strategy focused on overcoming some of the challenges by managing communications which focus on a jointly endorsed, proactive approach to informing stakeholders on all aspects that affect them. In addition, there is a need to ensure that the new Council is promoted to our communities and is working well towards achieving the 10 key priorities of the merger.

The Digital Media Officer will work with the Communications Officer and be responsible for enhancing council's digital media presence as well as be the dedicated resource allocated to maintaining website content. This replaces the need for the huge number of staff that currently manage content on individual pages on the new Snowy Monaro Regional Council website. A dedicated person will provide a consistent approach, use of language and more importantly keep the information up-to-date. This will also provide capacity across the organisation in positions that currently have content management responsibilities.

It is proposed that the two recommended positions ie. Communications Officer and Digital Media Officer are not additional positions on the organisational structure, but rather a reallocation of duties of existing positions. Coordination of organisational communications will require support from across the Council through provision of information and images.

### **QUADRUPLE BOTTOM LINE REPORTING**

#### **1. Social**

A Communications Officer will be responsible for developing and delivering a Communications Strategy that will benefit both our community and staff members with improved effective two-way lines of communication focusing on the provision of up-to-date, consistent information in a timely and accurate manner.

A Digital Media Officer will provide Council with the capacity to increase engagement with the community through a variety of online methods and facilitate public relations. In addition, the

community will be able to more easily rely on the content of our information available on-line. We currently have 1946 followers of the Snowy Monaro Regional Council Facebook page and manage an Instagram and LinkedIn account.

## **2. Environmental**

There are no environmental impacts associated with these employment proposals.

## **3. Economic**

Although there are no tangible financial benefits of improved communications, the councils will see an improvement in the efficiency and coordinated delivery of communications throughout the organisation; saving money in time and eradication of the duplication of roles/duties. In addition, the focus has been to use information management as a control method of a number of enterprise risks.

For the Communications Officer position the OO-Soft evaluation system returned a result of Grade 10, with salary component of minimum \$68,000. This is comparable with similar positions at Goulburn (\$67-83k) and Queanbeyan City Council (\$69-79k).

The key responsibilities for the Digital Media Officer position are considered to be technical in nature and therefore it has been prepared as a Grade 7, with salary component of minimum \$55,637.

The positions are to be funded by reallocation of duties of existing positions that recognise the need for dedicated resources to delivery communication activities.

## **4. Civic Leadership**

Having a Communications Strategy with dedicated resources will enhance leadership throughout the community. By being proactive Council will encourage clear, consistent, relevant information being distributed to the community through a variety of mediums in order to maximise engagement.

Improved planning and a renewed focus on providing our community with timely information will enable the Councils to deliver and manage a variety of projects in a more consultative and informative manner, improving our reputation in the community.

On Wednesday 17 August 2016, Mr Carrington Brigham from Department of Premier and Cabinet (DPC) prepared a social media implementation strategy. This strategy is recommended to be allocated to the Digital Media Officer position upon commencement.

### **Determination by Administrator**

Approved by Administrator Dean Lynch in accordance with *Section 226 dot point one (1) or two (2) of the Local Government Act 1993*.

Signature: .....

Date: .....

Social Media Action Plan for Local Government Reform Project

## Social Media Communications Action Plan for Local Government Reform Project

Local Government Reform Team  
Prepared by Carrington Brigham

17 August, 2016.



Social Media Action Plan for Local Government Reform Project

## Stronger Communities Social Media Action Plan

### Overview

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As NSW councils merge, they will communicate with their local government areas via various communication channels. In metropolitan and regional areas, traditional media channels have become fractured particularly with the introduction of social communications platforms and of faster fixed and wireless internet speeds.

Modern communication channels are emerging across a variety of social media channels and platforms. Newly merged councils will have opportunities to reach new and existing audiences through social media channels to engage and activate their local community audiences. Importantly, councils can focus more on telling their own stories (narrative) on social media communications channels, rather than relying on traditional media to tell your stories for you.

### Aims & Objectives

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This document outlines a high-level social media action plan that will benefit newly merged councils. DPC will guide new councils to create social media action plans. The objective is to help support new councils create and implement social media content and messages about new council initiatives, projects and local government policy that will directly affect the community.

The communication role that social media will deliver to local councils:

- Act as an engaging educational channel for the community, media and other key social media influencers
- Develop ongoing social media content through a variety of social channels
- Build perception that the new council(s) is taking effective action with factual information
- Build awareness of the new local council brand(s)
- Grow a community of local advocates with likes, followers, etc.
- Generate factual and engaging content
- Convey messages around service continuity
- Develop social media message strategy for governance, community and services
- Publish new information on new Stronger Communities announcements
- Generate two-way engagement on Stronger Communities initiatives

Resulting in councils enabled to create social media support plans and create social media accounts, develop content, engage audiences, online monitoring and report on effective engagement.

## Social Media Action Plan for Local Government Reform Project

### Actions

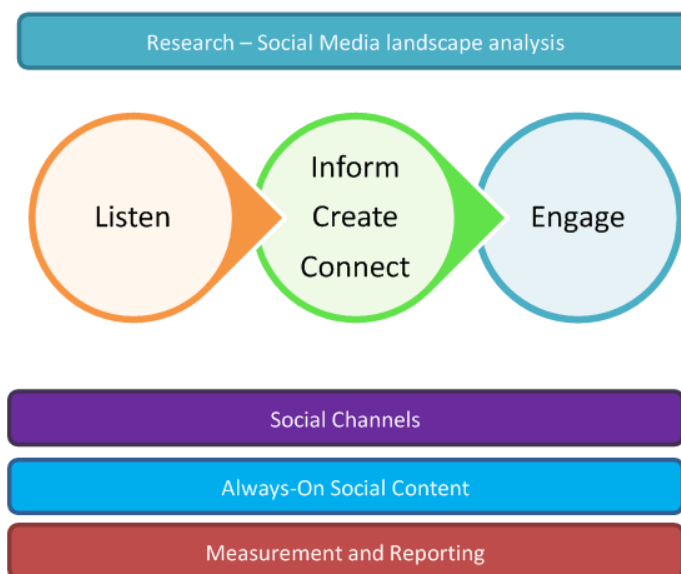
#### 1. Understanding the current social media landscape

DPC provides this action plan to guide new councils on an engaging social media communication strategy. The implementation process begins with a social media listening analysis (research); to see what is being said on social media, where, and why. Followed by social media immersion workshops with councils to facilitate a program to understand how best to participate on social media communication channels.

Once informed by the channel, audiences, sentiment, and impacts on how social media is being used at the local government level - an engagement plan can be devised to articulate the Council's social media strategy.

It is recommended that your council put together a table of influencers, business groups and adjacent councils to understand their social media activity in the social media landscape. Your table would include the social platform, the followers or likes, the top engaging posts, the problems they may have had on social media and the wins they have had on social media and conversations around council.

#### 2. Strategic Framework



Beginning with each new Council the following actions may include, but are not limited to:

#### Listen

- Landscape analysis – Your Council

Social Media Action Plan for Local Government Reform Project

- Identify primary community social media channels (Facebook, LinkedIn, Instagram etc)
- Identify social channels with the highest **engagement**
- Identify social channels with the highest **reach** potential
- Identify social channels capable of **paid** media
- Gather intelligence on social media **conversations**
- Identify influencers (Former Councillors, State and Federal MPs, Celebrities, and popular local social influencers) in the social landscape
  - Includes their following
  - Potential reach
  - Social media conversations
  - Their areas of influence and expertise
  - And Tourism groups heavily active on social media that are relevant to your region

*Inform – Immersion Workshops*

Following the release of the landscape analysis report, where applicable DPC will send a social media or media consultant to perform social media immersion workshops with new councils. For some councils this may occur first and then the landscape analysis would be completed as the next step.

- The workshops will involve:
  - Reviewing the social media landscape analysis report
  - Understanding your audience
  - Your social media content themes
  - Social media channel strategy
  - Best practice – how to use social media
  - Reporting
- Understanding the Landscape Analysis Report
  - Establishes the local influencers, councillors, government officials, journalists, businesses, community groups, activists on social media
  - Lists current competitive social media footprint
    - Followers, Likes, Audience reach and influence
  - Establishes primary community social media channels
  - Establishes social channels with the highest engagement
  - Establishes social channels with the highest reach potential
  - Establishes social channels capable of paid media
  - Establishes key community social media conversations
  - Establishes social media impacts on local government
  - Establishes social media risks and opportunities

Social Media Action Plan for Local Government Reform Project

### 3. Online Intelligence Gathering

- Issues and crisis

As councils face immediate challenges on social media, acting in real-time the Council's social media consultant or a DPC social media consultant will help identify any potential crisis issues and provide strategic advice on how to handle and provide rapid response tactics in real time through social media.

- Intelligence gathering

The Council's social media consultant should put together a weekly social media report. The intelligence report will highlight the success and issues. This support will help to coach council staff to identify burning issues on social media and where successful content posts work and why they engage with the target audiences to build case studies and share with all new councils.

### 4. Content Creation

#### Create

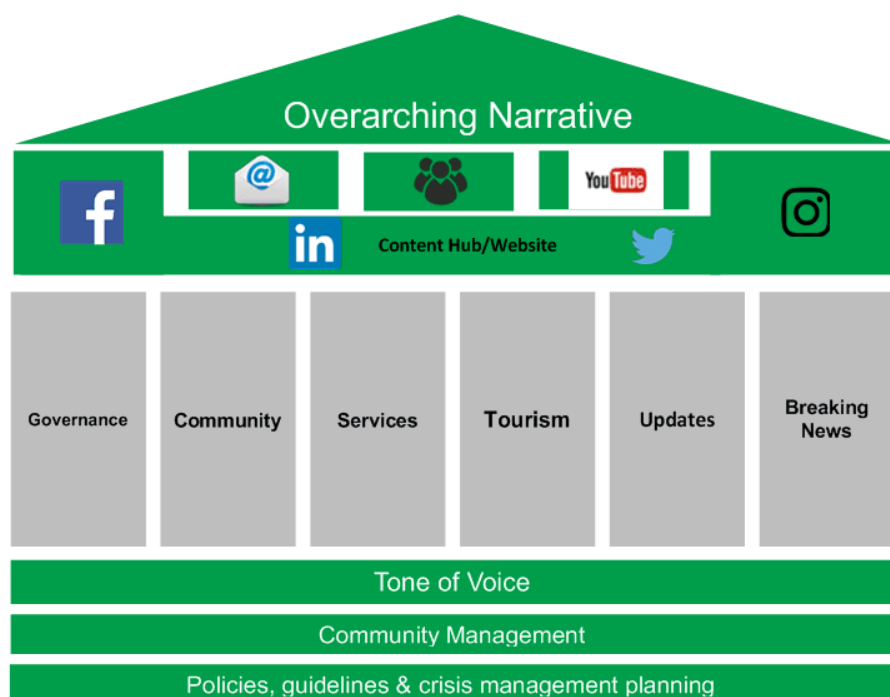
Creating content is more than posting press releases to social media channels. The creation of planned rich and engaging content is the most effective means to engage your target audience. A text heavy press release will not create engagement with your audience. A content calendar, developed with the right themes, tone and editorial and multimedia messages and placements on social media will bring together an engagement strategy.

The content calendar segments the delivery of messages and multimedia updates into themed categories and schedules it on a regular basis that makes sense for the relevant platform. For example three pillared themes for Council's might be: **Community, Governance and Service.**

A content plan would include:

- Develop your social media strategy on a page: Content Pillars (see diagram below)
- Tailored content with specific messages for relevant social media channels
- Content themes, tone and categories will align with the Council's communication strategy
- Content that placates emotional and relevant community concerns
- A content calendar (aforementioned)
- A content library that contains rich content such as infographics, video, imagery, etc
- Communications Integration: Aligns with the Council's PR agenda, events and media opportunities

# Social Media Action Plan for Local Government Reform Project



Strategy on a page diagram.

## 5. Social Media Content Implementation



### Connect with content

Councils can connect with their audiences faster, cheaper and more effectively through social media than traditional media. Therefore, it is vital to distribute the right content announcements, projects, initiatives and events at the right time to your audience on social media.





## Social Media Action Plan for Local Government Reform Project

Councils connecting with their audiences on social media will be able to grow a community of advocates on social platforms and continue to leverage the audience engagement for future announcements and communication campaigns. This sets up a positive narrative on of your Council.

Councils must ensure that content is geared and customisable towards social media channels. Primarily, Councils should focus on the following social channels: Facebook, LinkedIn, Twitter and Instagram. These are the channels where your audience congregates online.

## What are they good for?

			
<p>Your main social media channel.</p> <p>Facebook is great for:</p> <ul style="list-style-type: none"> <li>• Live Videos or video stories about your new rec facility, new services, Mayoral/Administrator announcement</li> <li>• Rich Imagery to communicate your stories with emotive hooks in text</li> <li>• Updates – always use tone and images with links back to your website</li> <li>• Engagement and reach</li> </ul>	<p>Your main social media channel for tourism and special events.</p> <p>Instagram is great for:</p> <ul style="list-style-type: none"> <li>• Showcasing your cultural and tourism hubs</li> <li>• Activated Events</li> <li>• Festivals</li> <li>• Promoting your local people</li> <li>• Using hashtags relevant to your stories that will attract large followers</li> <li>• Awareness of your stories</li> <li>• Engaging Local influencers</li> </ul>	<p>Your main social media channel for business and stakeholders as well as jobs.</p> <p>LinkedIn is great for:</p> <ul style="list-style-type: none"> <li>• Encouraging your SMBs</li> <li>• Encouraging investment into LGA</li> <li>• Developing business connections for council</li> <li>• New planning and building initiatives</li> <li>• Communicating new infrastructure stories</li> <li>• Looking for talent</li> </ul>	<p>Your main social media channel for broadcast updates and politicians and journalists</p> <p>Twitter is great for:</p> <ul style="list-style-type: none"> <li>• Important updates</li> <li>• Services responses for residents</li> <li>• Holding journals to account</li> <li>• Factual info</li> </ul>

## Content Distribution Matrix – What? When? How?

Platform & Audience	Action	Integration	Platform Strengths	Frequency
<b>Facebook</b> Where most of your audience are.	<ul style="list-style-type: none"> <li>• React, view, comment on and interact with updates</li> <li>• Content videos, imagery and important messages</li> <li>• Good for announcing projects and events and factual content and initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate information from other social media platforms and through the website</li> <li>• Include social icons and accounts on Council websites</li> <li>• Helps Councils connect with influencers i.e. Councillors, journalists, locals etc</li> </ul>	<ul style="list-style-type: none"> <li>• The number one social platform in Australia and NSW</li> <li>• Build community pages</li> <li>• Interactive visual content</li> <li>• Event amplification</li> <li>• Foster community sentiment through shared content in line with the target audience</li> </ul>	<b>DAILY</b>
<b>Twitter</b> Where Journalists, Councillors, politicians and some members of the community are.	<ul style="list-style-type: none"> <li>• Follow the Councils for updates on news and events and projects</li> <li>• Share content with their own followers through Retweets</li> <li>• Click through to view, comment on &amp; share</li> </ul>	<ul style="list-style-type: none"> <li>• Amplifies content from other social platforms</li> <li>• Helps Councils connect with influencers i.e. Councillors, journalists, locals etc</li> </ul>	<ul style="list-style-type: none"> <li>• Immediacy and communication of short, sharable content or information</li> <li>• Local survey polls</li> <li>• Rapid factualised content to journalists or antagonists</li> <li>• Event amplification through live updates</li> </ul>	<b>DAILY</b>

## Social Media Action Plan for Local Government Reform Project

<b>LinkedIn</b> Businesses, C-Suite execs, Council stakeholders and community job seekers.	<ul style="list-style-type: none"> <li>Update their profiles to show services, projects, announcements and jobs</li> <li>Like, comment and share posts</li> <li>Recommend and endorse</li> <li>Create new posts on council initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Site integration is limited but users can share their posts and activity on additional sites like Facebook</li> <li>Helps Councils connect with influencers i.e. Councillors, journalists, locals etc</li> </ul>	<ul style="list-style-type: none"> <li>Highly engaged audience with a specific correlation to business and job seeker target market</li> <li>Content is easily shared and created with little negativity</li> </ul>	<b>AS APPROVED</b>
<b>Instagram</b> Community residents and local businesses	<ul style="list-style-type: none"> <li>Follow councils for new imagery and videos of new projects, announcements, Stronger Communities outcomes</li> <li>Engage with local influencers</li> <li>Posts images of your LGA to engage</li> </ul>	<ul style="list-style-type: none"> <li>Amplifies content from other social platforms</li> <li>Feature on council websites to ensure young audiences</li> </ul>	<ul style="list-style-type: none"> <li>Hi engagement with imagery</li> <li>Strong hashtag use</li> <li>Enhances media opportunities</li> <li>Tells a friendly story around your Council</li> </ul>	<b>THREE-FOUR POSTS PER WEEK</b>

## 6. How to build a relationship with your audience on social media

## Engage

Social media engagement is the process of interactive discussion to convey and make specific asks and responses to your audience. Engagement begins by having two-way conversations with users on social media and the social channels they use to engage with your Council. Your Social Media consultant will provide support to develop an engagement plan.

How to begin your engagement plan:

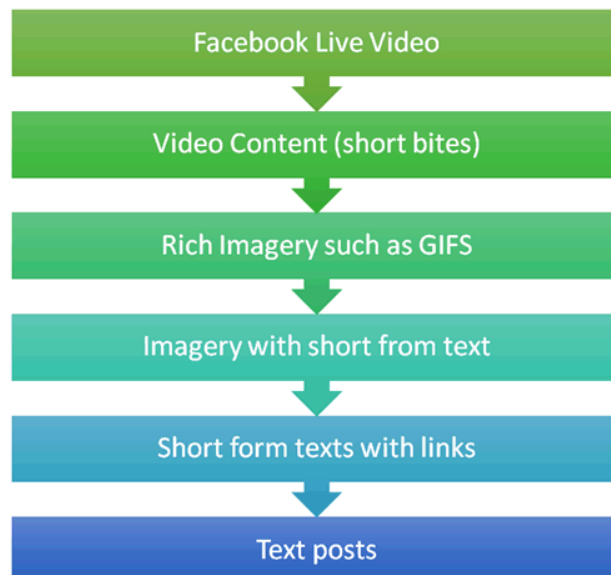
- Leverage research and landscape analysis as a foundation to developing your engagement plan
- Develop a simple social engagement guideline or playbook (no more than 2 pages)
  - This outlines your professional and empathetic responses to your audience
  - It outlines how to respond to situations in a crisis
- Develop your always-on plan – where you have regular postings on your social media channels by using a content distribution model and calendar
- Managing social engagement risks
- Participating in two-way engagement conversations in Facebook comments, twitter's tweets and Instagram comments or LinkedIn comments
- Use third party tools to manage engagement such as Hootsuite, Sprout social, Tweetdeck, Radian6 and iSentia – these tools will flag notifications about your council as well as any trending issues on social media where conversations are beginning to develop and potentially grow into pertinent local issues
- Be present on your social channels – It's a risk not to be on social media and engage with users who are discussing your council

## Using Facebook to your advantage

Facebook's algorithmic structure helps to keep the most engaging and interesting posts in its newsfeeds for its users. The following diagram is a hierarchal view of that structure. Follow this diagram for the best and most engaging social media content.

Social Media Action Plan for Local Government Reform Project

### Content Engagement Hierarchy by Facebook



### 7. Social Media Advertising

Social Media advertising is more important now than ever before. As social media has become a saturated market it is more challenging to reach your audience with organic posts. Facebook advertising will soon surpass television advertising in the number of people that are reached.

Before commencing, it is recommended you follow these simple steps to manage your advertising through Facebook. To setup your Facebook business go to the following website address: <http://business.facebook.com>.

There, you will be able to setup an advertising account that guides you through with instructions to obtaining your Facebook page and setting up an advertising account with your payment details.

Facebook Business manager provides you with a range of targeted objective options that are highly effective at targeting your audiences with the right content. It is much more effective than simply boosting a post on your page. Always use business manager as a starting point.

The advertising objective options recommended are as follows:

Awareness	Consideration	Conversion
Boost your posts	Send people to your website	Increase conversions on your website
Use the Page post engagement	Use the clicks to website objective to send	Use the website conversions

## Social Media Action Plan for Local Government Reform Project

objective to boost your post.	people to your website.	objective to drive valuable actions on your website.
Promote your Page	Get installs of your app	Increase engagement in your app
Use the Page likes objective to promote your Facebook Page.	Use the app installs objective to get people to install your app.	Use the app engagement objective to increase engagement in your app.
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Use the local awareness objective to reach people near your business.	Use this objective to get more people to see and respond to your event.	Use the offer claims objective to promote your offer.
Increase brand awareness	Get video views	Promote a product catalog
Reach people more likely to pay attention to your ads and increase awareness for your brand.	Use the video views objective to get people to watch your video.	
	Collect leads for your business	
	Use this objective to create a form that will collect info from people, including sign-ups for newsletters, price estimates and follow-up calls.	

Facebook provides a range of help services to aid you along the way. For more information you can view their help page [here](#).

## 8. Stronger Communities Fund Content

The Council's will engage in a community consultation process and will ask residents to participate on what they would like for their communities. With the use of new social media account and channels, Councils will have the ability to communicate the Stronger Communities fund through social media. This ample initiative will drive strong engagement across Council's social media channels and websites.

Councils will be able to build a story around how they would like to see their residents participate in choosing infrastructure projects for their community.

The initiative provides Councils the opportunity to amplify user generated content, PR and media articles and disseminate relevant content targeting audiences on social media.

## 9. Measurement

Without reporting you can't optimise future campaigns. Social Media reporting is vital. Reporting will provide you with a bucket of insights. Social Channels will provide you with rich analytical statistics so that you can determine who your audiences are, what demographics, and their geo locations, your page likes and views, your reach and post engagement and impressions, clicks on posts or social media ads etc.

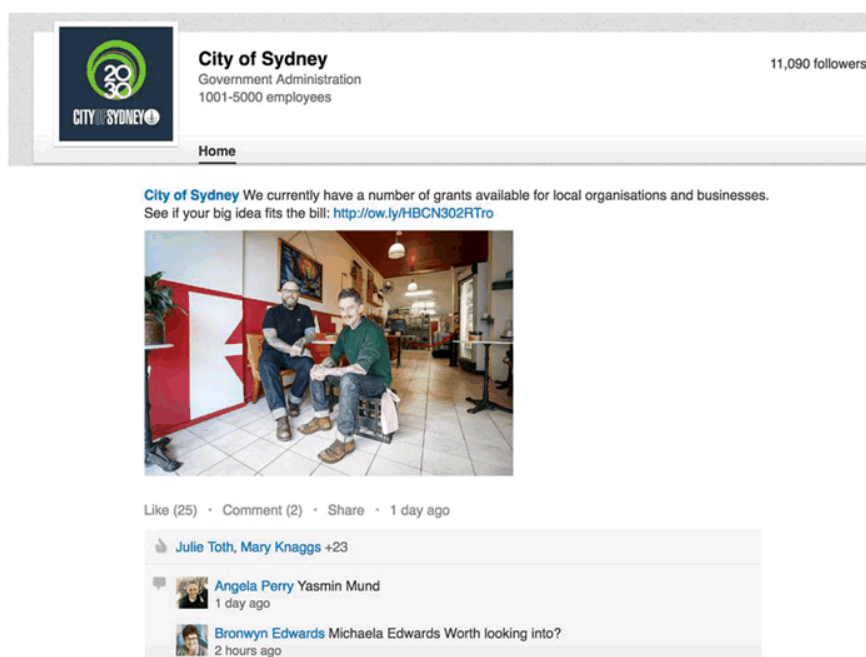
#### Social Media Action Plan for Local Government Reform Project

Once a report is generated Councils can determine which social media channel is performing the best with your audience. Councils can establish what content is suitable, that was successful/unsuccessful and what content had the highest levels of engagement.

Think of measurement in these terms: Reach – Engagement – Clicks to website – Video Views – Data (postcodes, emails, profiling the user) to better understand your audience for future activities.

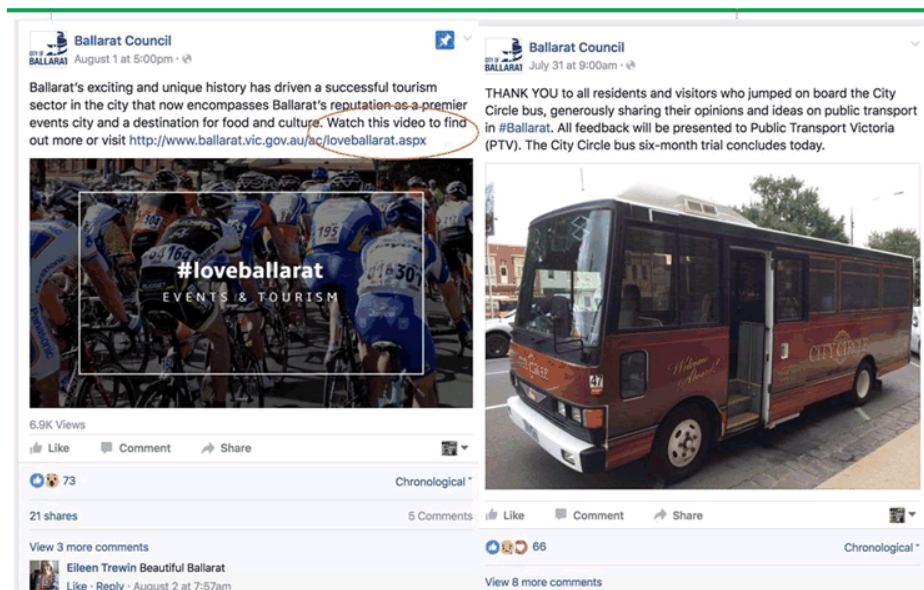
#### 10. Case Studies

The following are examples of other Council's social media posts.



LinkedIn – Engaging small business

Social Media Action Plan for Local Government Reform Project



Facebook 1 – Post with Call to Action

Closing Summary

- Create your stories and use social media to drive them (narrative)
- Develop a social media pillar strategy on a page
- Understand your audience – Who are they? what are their behaviours?
- Develop objectives – what will your CTA be?
- Brainstorm a strategy
- Work out your channel plan
- Develop a risk mitigation strategy
- Activate grassroots activism (Influencers, opinion leaders)
- Develop quality content
- Organic V Paid: Budget a paid \$\$\$ social strategy per month and create ad sets for several advertising posts
- Optimise and report for future campaigns
- Nurture your advocates with **always-on content**





## Snowy Monaro Regional Council

### Position Description

**POSITION TITLE:** Communications Officer

**UNIT:** Governance and Business

**SECTION:** Governance

**LOCATION:** Council Wide

**REPORTS TO:** General Manager

**POSITION NO:** 1005

**EVALUATED:** March 2016

**BAND & LEVEL:** 3/2

**REVIEWED:**

**GRADE:** 10

### 1. ORGANISATIONAL RELATIONSHIPS

**Position Title of Supervisor**

General Manager

**Position Titles that also report to Supervisor**

Assistant General Manager  
General Manager Executive Assistant  
Director Service Delivery  
Director Service Planning  
Director Service Support  
Director Special Projects Office

**Positions that report to this position**

Nil

### 2. PURPOSE OF THE POSITION

- Develop and manage the implementation of Council's Communications Strategy
- To develop and implement communications programs, public relations and activities of the Snowy Monaro Regional Council
- To coordinate the format, presentation, content and production of Council publications
- To liaise with the media to ensure that the Council and its activities and initiatives are reported in a balanced manner
- Facilitate the programs through regular cooperation with relevant Council staff

### 3. KEY RESPONSIBILITIES

The following is not an all inclusive and/or exhaustive list or description of duties and tasks, it is indicative only. The incumbent is required to undertake any and all duties incidental to and associated with the position that are within the incumbents skill, ability, competence and training.

- Facilitate an 'as it happens' approach to preparing media releases on Council's projects and achievements
- Develop opportunities to create newsworthy stories
- Prepare and arrange distribution on Council's activities on the most appropriate medium for dissemination of specific information
- Develop and implement quality and meaningful public consultation processes, facilitating these across all departments of Council
- Compile Council's weekly advertising (Newspaper, Mayoral/General Manager Column, Radio)
- Prepare high quality press releases for the Mayor & General Manager
- Monitor Council's Social Media profile
- Coordinate and produce Council's internal communications and ensure their distribution across the organisation
- Coordinate the preparation of Council's external newsletter and other Council pamphlets and brochures to ensure a cohesive and consistent approach in respect of their production



- Contribute positively to Council's internal communications and ensure their distribution across the organisation
- Establish and maintain good relations with the media and other key stakeholders and maintain an up to date list of media contacts on behalf of Council
- Assist in the production of speech notes
- Assist in maintaining up-to-date and relevant information on Council's website
- Assist in the promotion of community events and activities
- Monitor local and regional media to identify issues that may have an impact on Council business or service delivery and brings such issues to the attention of the General Manager
- Other duties relevant to the position as required
- Create weekly news sentiment reports to distribute amongst council staff

#### 4a. Work Health and Safety (WHS) Responsibilities

- Abide by Council's WHS Policies at all times with or without supervision, ensuring the safety of self and others in the work place.
- Participate in WHS consultation & the implementation of WHS strategies & risk management procedures
- Participate in workplace inspections & hazard reporting & implementation of corrective actions
- Report incidents/accidents, (including near misses) & any breach of WHS procedures immediately to supervisor & cease work if appropriate
- Use & maintain Personal Protective Equipment provided for any task
- Attend & actively participate in any WHS training provided

#### 4b. WHS Responsibilities when acting in a supervisory role

Managers and Supervisors are to undertake effective work health and safety (WHS) measures to ensure compliance with the Workplace Health and Safety Act and related legislative requirements.

These measures include:

- Responsibility of the WHS aspects of work undertaken by staff and contractors within the work area.
- Dissemination of WHS information to staff relevant to the specific work hazards of the area.
- Ensuring WHS Risk assessment and reporting of incidents, accidents and near misses are implemented, monitored and followed up by all staff reporting to the position. Ensuring reports are made in a timely manner to the WHS Committee and effective communication maintained with Council's Risk Management Officer in WHS matters.
- Accountability for WHS Compliance as part of performance management and disciplinary measures to be taken if necessary

#### 5. AUTHORITY AND ACCOUNTABILITY

Policy and procedures are readily available but the jobholder is required to choose the appropriate processes unusual problems may be referred for clarity of policy or direction.

- The jobholder may work away from Council premises and is required to make autonomous decisions

usually influenced only by Council policy, the situation and relevant legislative framework. Independent action is required.

- Decisions made by the job holder affect the work and activities of all divisions of the council.
- The work of the jobholder influences a number of separate community groups through policy application and development.
- The jobholder complies with operational requirements in cooperation with or under the supervision of other employees. Other employees or members of the public may be affected by the employee's acts or omissions.
- The jobholder identifies requirements as an input to budget development.
- Monitor budgetary spending within work area, against pre-determined targets. Weigh up options on a cost basis in order to make recommendations and continuously look for greater efficiency within work area.

#### 6. JUDGEMENT AND PROBLEM SOLVING

- Problems are solved by evaluating and analysing readily available information. Judgement is important as there is often no right or wrong solution.
- The jobholder must evaluate a variety of issues in more complicated situations. Considerable investigation and adaptive thinking will be required.
- Ongoing planning is required to ensure strategic outcomes or the coordination of resources covering multiple work cycles or long term projects.
- Understand the current and desired market positioning and strategic business direction of the organisation and apply business principles to the Department(s) to achieve these aims.

#### 7. MANAGEMENT SKILLS

Occasional supervision of employees performing the same or very similar tasks.

The person offers recommendations regarding:

- Coaching

The job holder approves and makes final decisions in the following work areas:

- Assigning work activities

#### 8. INTERPERSONAL SKILLS

- This job requires written communication skills which enable the job holder to write detailed correspondence, reports and submissions that require original sentence and paragraph construction and wording.
- The jobholder is responsible for formulating customer service programs, including assessment of customer satisfaction with the service and coordination of customer input with the service design.
- Required to provide service to internal customers as a regular part of the job. Service includes answering queries, providing documentation, sourcing advice and referring queries to appropriate personnel.

- Responsible for frequent coordination of and communication with other workers to gain cooperation for work production or service quality.

This job requires communication skills which enable the job holder to perform the following activities:

- Provide information and explain situations
- Advise, recommend or counsel
- Sell, persuade, influence
- Participate in meetings/group discussions
- Conduct meetings/lead group discussions
- Make formal presentations or speeches
- Speak to the media
- Train one-to-one
- Resolve conflict

The job holder is required to interact with the following groups or individuals within the council on a regular basis and for the purpose shown below:

Advise or recommend:

- Council Meeting
- Councillors
- Committee Meetings of Council

Negotiate or persuade:

- General Manager
- Department/Division Heads
- Section Managers/Team Leaders
- Other Council Employees (not including direct reports)

The job holder is required to interact with the following groups or individuals outside the council and for the purpose listed below:

Provide and obtain information:

- Members of courts or tribunals

Advise or recommend:

- Consultants, solicitors and other professionals
- Government officers (eg Roads & Traffic Authority, Office of Local Government)
- Employees of other councils
- Applicants for employment
- Members of Parliament

Negotiate or persuade:

- Members of the public/residents/ratepayers
- Commercial/industrial/development representatives (eg vendors, builders, clients)
- Community organisations - service clubs etc
- Professional/industry associations including unions
- Media
- Local Business

## 9. QUALIFICATIONS AND EXPERIENCE

Thorough knowledge of several functions plus specialisation in one function OR a position requiring a high degree of expert knowledge in a major field of critical importance covering several separate disciplines. Jobs at this level require a wide education, probably including technical proficiency in a specialised area, University Bachelor degree or equivalent or extensive business experience.

It would be expected that the person would have a minimum four years' experience.

## 10. SPECIALIST KNOWLEDGE AND SKILLS

The operational knowledge needed by the jobholder includes knowledge of the structure and functions of the whole organisation.

In addition, the job holder requires the following level of technical skills.

### Expert Knowledge areas:

- PC Applications Software (e.g. Microsoft Office Products, Electronic Records Management)
- Operate Office Machinery (photocopier, facsimile, scanner)
- Word Processing/Typing
- Document Publishing
- Composition (layout and design of flyers/internal documents)
- Journalism
- Public Relations (policy and strategies)
- Public Relations Administration

### Solid Working Knowledge areas:

- Filing
- Managing Records Systems
- Data interpretation
- Exhibition/Display Work
- Function Planning
- Corporate/Business Planning
- Special Event Operations

- Marketing

**Basic Knowledge Areas**

- Record Keeping (e.g. timekeeping, expenditure logs )
- Budget Administration
- Meeting Procedures
- Project Management
- Risk Management
- Local Economic & Capacity Development
- Local Government Legislation
- Libel/Slander Legislation
- Writer and the Law Regulations

**11.AWARD PROVISIONS**

<b>Award</b>	Current NSW Local Government (State) Award
<b>Work hours</b>	Regular working days are Monday to Friday inclusive:  Working hours are 70 hours per fortnight in accordance with the Salaried Staff Flexible Working hours  General work hours range from 7.30 a.m. to 6.00 p.m. and specific working hours and lunch breaks are as agreed with the Manager or Supervisor

**12.GENERAL RESPONSIBILITIES**

**Quality Improvement**

- Participate in quality improvement activities and work practice reviews to enhance knowledge, skills, abilities and service delivery

**Learning & Development**

- Attend Induction
- Attend training in Manual Handling, Building Evacuation, Fire and other training courses specified by management to enhance personal development and productivity requirements and as appropriate to the position of the employee and Council

**Corruption Prevention**

- Report any suspected or actual fraud associated with the workplace
- Not engage in any fraud or maladministration

**Code of Conduct**

- Abide by the Local Government Model Code of Conduct

**Work Health and Safety Responsibilities**

- Work Safely and ensure those around you work in a safe manner
- Report all hazards, near accidents, incidents and actual accidents to your Supervisor / Manager
- Identify and report and/or correct any actual and/or potential WHS hazards in or around the workplace
- Comply with Council's smoke free workplace policy

- Wear all appropriate personal protective equipment
- Utilise safe manual handling techniques
- Comply with Council's WHS Policies

***EEO, Cultural Diversity & Anti-Discrimination***

- Promote and abide by EEO principles and practices

***Performance Management***

- Participate in Performance Management as required

***Team Work***

- Ability and ongoing commitment to work as directed by Supervisor, according to Council's prescribed practices and Code of Conduct, with or without supervision
- To work as part of a team, learning the roles and duties of team members and helping out in those duties as and when required
- Encourage teamwork within departments in the Organisation

### 13. SELECTION CRITERIA

***Essential***

- Tertiary qualifications in Communications/Journalism or demonstrated equivalent experience in a multi-disciplinary organisation
- Highly developed written and oral communication skills
- Demonstrated experience in internal communications
- Demonstrated experience in producing high quality documents (including strategic documents, media releases, newsletters, speech writing and/or other published correspondence)
- Demonstrated experience and skills in managing website content and social media sites in particular Facebook, Instagram and Twitter
- Demonstrated experience managing competing priorities, working to tight deadlines, working autonomously and responding positively under pressure
- Demonstrated experience in the development and implementation of strategic communication plans
- Local Government experience
- Current valid NSW Class C Drivers Licence - ongoing employment is conditional on maintaining this Licence

***Desirable***

- Ability to show initiative and work unsupervised.
- Be a team player who can work unsupervised and can actively contribute to various departmental outputs and outcomes
- Knowledge and skills in graphic design (preferably Adobe Professional Suite) and print production

### 14. DELEGATIONS

***Delegations Granted to the General Manager and Sub-Delegated to Staff as required***

<b>15.ACKNOWLEDGMENT</b>
<p>I have read and accept the above terms, conditions and duties of this position, as outlined in this position description.</p> <p>In addition, I acknowledge the delegations for position 1005 – Communications Officer; that have been sub delegated by the General Manager in accordance with section 378(2) of the <i>Local Government Act 1993</i> and these may be subject to change without notice by the General Manager.</p> <p>..... <b>Employee Name (Print)</b></p> <p>..... <b>Signature</b></p> <p>..... <b>Date</b></p>



## Snowy Monaro Regional Council

### Position Description

**POSITION TITLE:** Digital Media Officer

**UNIT:** Governance and Business

**SECTION:** Governance

**LOCATION:** Berridale

**REPORTS TO:** Communications Officer

**POSITION NO:** **EVALUATED:** 2016

**BAND & LEVEL:** 2/2 or 3/1 **REVIEWED:** 2016

**GRADE:** 7



### 1. ORGANISATIONAL RELATIONSHIPS

**Position Title of Supervisor**

Communications Officer

**Position Titles that also report to Supervisor**

Nil

**Positions that report to this position**

Nil

### 2. PURPOSE OF THE POSITION

- To ensure Council delivers effective communication and coordination between internal and external parties.
- Foster a corporate and co-operative approach ensuring quality customer service to all internal and external customers.
- Ensure that through informed and innovative solutions, decisions, activities, policies and procedures are developed, implemented and documented to deliver best practice outcomes.
- Monitor the quality of outcomes and ensure that change management, continuous improvement are given a high priority
- Liaison with representatives of community organisations, members of parliament, government officers, professional organisations and the public
- Capable and keen social media skills and knowledge across a variety of social media platforms to become an expert in social platforms and strategies
- Providing close support to the Communications Officer
- Attention to detail to ensure excellent results
- Seek opportunities to not only grow and develop council campaigns, but look for creative and innovative ways to introduce new ideas, events and promotions on social media
- Ability to understand social audiences, recognise emerging platforms and look at solutions for data
- Fluent in all aspects of social media.
- Understanding of wordpress and ability to pick up digital CMS easily
- Maintain and manage all website content on the SMRC website

### 3. KEY RESPONSIBILITIES

The following is not an all inclusive and/or exhaustive list or description of duties and tasks, it is indicative only. The incumbent is required to undertake any and all duties incidental to and associated with the position that are within the incumbents skill, ability, competence and training.

- Creation
  - Develop social media content
  - Social media campaign development/execution/
  - Create social media ads
  - Develop community management plan
  - Develop new content with a content calendar

- Management:
  - of social and digital media community
  - of digital design, digital photography
  - Engagement and monitoring of customer feedback, connecting people and stimulating discussion
  - Maintain and manage Council's website content and back end utilising its CMS
  - Prepare working papers and documents
  - Record keeping, documentation
- Measurement:
  - Data analysis, curiosity in data, experience with running experiments, strong organisation & communication skills, data-based decision-making skills
  - Be the lead person using social media data measurement and analysis tools
  - Identifying trends and opportunities on social and digital media
  - Proficient use of social networking analysis tools
  - Measure and report the effectiveness of different channels
- Ensure that the work of the section complies with all relevant legislation, and meets the Council's communications policies.

#### 4a. Work Health and Safety (WHS) Responsibilities

- Abide by Council's WHS Policies at all times with or without supervision, ensuring the safety of self and others in the work place.
- Participate in WHS consultation & the implementation of WHS strategies & risk management procedures
- Participate in workplace inspections & hazard reporting & implementation of corrective actions
- Report incidents/accidents, (including near misses) & any breach of WHS procedures immediately to supervisor & cease work if appropriate
- Use & maintain Personal Protective Equipment provided for any task
- Attend & actively participate in any WHS training provided

#### 4b. WHS Responsibilities when acting in a supervisory role

Managers and Supervisors are to undertake effective work health and safety (WHS) measures to ensure compliance with the Workplace Health and Safety Act and related legislative requirements.

These measures include:

- Responsibility of the WHS aspects of work undertaken by staff and contractors within the work area.
- Dissemination of WHS information to staff relevant to the specific work hazards of the area.
- Ensuring WHS Risk assessment and reporting of incidents, accidents and near misses are implemented, monitored and followed up by all staff reporting to the position. Ensuring reports are made in a timely manner to the WHS Committee and effective communication maintained with Council's Risk Management Officer in WHS matters.
- Accountability for WHS Compliance as part of performance management and disciplinary measures to be taken if necessary

#### 5. AUTHORITY AND ACCOUNTABILITY

- Decisions are either guided by practices, procedures and precedent or made in consultation with the immediate supervisor.
- Decisions made by the job holder affect the work and activities of others within the work group or team.
- The work of the jobholder influences the community within a specified service line through the application of technical skill or application of regulatory requirements.
- The jobholder complies with operational requirements in cooperation with or under the supervision of other employees. Other employees or members of the public may be affected by the employee's acts or omissions.
- The job holder has little or no responsibility for budget development.
- Look for ways to save costs. Be conscious of budget constraints and be aware of cost implications of own actions within own work area.
- This job has contract management responsibility of up to \$100,000.

#### 6. JUDGEMENT AND PROBLEM SOLVING

- Problems are solved by the examination of readily obtained information and the selection of an appropriate solution from a number of options.
- The jobholder is required to make judgments' and interpretations based on analysis of information and straightforward situations and is responsible for improving and developing methods and techniques.
- Regular planning is required to ensure activities and resources are coordinated for day to day work or that projects run to schedule.
- Broadly understand the section's goals and how the job role contributes to them. Be familiar with Council structure, products and customers. Understand the overall organisation's vision and direction.

#### 7. MANAGEMENT SKILLS

Responsible for own work and not normally required to direct or supervise other personnel.

The job holder supervises 1 to 5 personnel indirectly.

The job holder supervises 1 to 5 contractors.

The person supervises 1 to 5 volunteers.

## 8. INTERPERSONAL SKILLS

This job requires written communication skills which enable the job holder to write detailed correspondence, reports and submissions that require original sentence and paragraph construction and wording.

The jobholder has high visibility with customers, usually away from Council premises.

Required to provide service to internal customers as a regular part of the job. Service includes answering queries, providing documentation, sourcing advice and referring queries to appropriate personnel.

Responsible for frequent coordination of and communication with other workers to gain cooperation for work production or service quality.

This job requires communication skills which enable the job holder to perform the following activities:

- Provide information and explain situations
- Participate in meetings/group discussions
- Advise, recommend or counsel
- Train one-to-one
- Sell, persuade, influence
- Conduct meetings/lead group discussions

The job holder is required to interact with the following groups or individuals within the council on a regular basis and for the purpose shown below:

Provide and obtain information:

- Council Meeting
- Councillors
- Committee Meetings of Council
- General Manager
- Department/Division Heads
- Section Managers/Team Leaders
- Other Council Employees (not including direct reports)

The job holder is required to interact with the following groups or individuals outside the council and for the purpose listed below:

Provide and obtain information:

- Members of the public/residents/ratepayers
- Community organisations - service clubs etc
- Consultants, solicitors and other professionals
- Government officers (eg Roads & Traffic Authority, Dept of Local Government)
- Media
- Local Business

## 9. QUALIFICATIONS AND EXPERIENCE

Basic working knowledge of several functions plus specialisation in one function. Jobs requiring general schooling in a wide range of subjects, with specialist training to TAFE Certificate Level 3 or equivalent (4 years part time).

It would be expected that the person would have a minimum four years' experience.

## 10. SPECIALIST KNOWLEDGE AND SKILLS

### Expert Knowledge areas:

- Data Entry
- Mail Distribution Systems
- Operate Office Machinery (photocopier, facsimile, microfiche reader, plan printer)
- Word Processing/Typing
- Secretarial/Administrative (eg travel arrangements, scheduling conferences, maintaining meeting minutes)
- Data interpretation
- Document Publishing

### Solid Working Knowledge areas:

- Filing
- PC Applications Software (eg Lotus, Dabs, desktop publishing)
- Record Keeping (eg timekeeping, expenditure logs etc)
- Office Management (eg coordinate clerical staff and workflow, order supplies)
- Statistical Analysis
- Composition (layout and design)
- Meeting Procedures
- Exhibition/Display Work
- Function Planning
- Project Management
- Public Relations Administration

## 11. AWARD PROVISIONS

<b>Award</b>	Current NSW Local Government (State) Award
<b>Work hours</b>	Regular working days are Monday to Friday inclusive:  Working hours are 56 hours per fortnight in accordance with the Salaried Staff Flexible Working hours

General work hours range from 7.30 a.m. to 6.00 p.m. and specific working hours and lunch breaks are as agreed with the Manager or Supervisor.

## 12. GENERAL RESPONSIBILITIES

### **Quality Improvement**

- Participate in quality improvement activities and work practice reviews to enhance knowledge, skills, abilities and service delivery.

### **Learning & Development**

- Attend Induction
- Attend training in Manual Handling, Building Evacuation, Fire and other training courses specified by management to enhance personal development and productivity requirements and as appropriate to the position of the employee and Council

### **Corruption Prevention**

- Report any suspected or actual fraud associated with the workplace.
- Not engage in any fraud or maladministration

### **Code of Conduct**

- Abide by the Local Government Model Code of Conduct

### **Work Health and Safety Responsibilities**

- Work Safely and ensure those around you work in a safe manner.
- Report all hazards, near accidents, incidents and actual accidents to your Supervisor / Manager
- Identify and report and/or correct any actual and/or potential WHS hazards in or around the workplace
- Comply with Council's smoke free workplace policy
- Wear all appropriate personal protective equipment
- Utilise safe manual handling techniques
- Comply with Council's WHS Policies

### **EEO, Cultural Diversity & Anti-Discrimination**

- Promote and abide by EEO principles and practices.

### **Performance Management**

- Participate in Performance Management programs as required

### **Team Work**

- Ability and ongoing commitment to work as directed by Supervisor, according to Council's prescribed practices and Code of Conduct, with or without supervision
- To work as part of a team, learning the roles and duties of team members and helping out in those duties as and when required
- Encourage teamwork within departments in the Organisation.

## 13. SELECTION CRITERIA

### **Essential**

- 1 - 2+ year's work experience in PR, digital/social media and or Journalism
- High level interpersonal skills, oral and written communication skills and attention to detail
- Exceptional time management and organisational skills

- Experienced in Copywriting
- Social media campaign development/execution/management
- Experience in digital design and digital photography
- Creative design, effective monitoring and management of council content
- Understanding of key metrics such as CPC, CTR etc
- Commitment to maintain privacy and confidentiality at all times
- Ability and ongoing commitment to work as directed by Supervisor, according to Councils prescribed practices and Code of Conduct, with or without supervision
- Current valid NSW Class C Drivers Licence - ongoing employment is conditional on maintaining this Licence.

**Desirable**

- Bachelor of Arts in Journalism, design, business or marketing
- Photoshop and Illustrator skills
- Videography skills

**14.DELEGATIONS**

*Delegations Granted to the General Manager and Sub-Delegated to Staff as required*

**15.ACKNOWLEDGMENT**

I have read and accept the above terms, conditions and duties of this position, as outlined in this position description

In addition, I acknowledge the delegations for the position of Digital Media Officer; that have been sub delegated by the General Manager in accordance with section 378(2) of the *Local Government Act 1993* and these may be subject to change without notice by the General Manager.

.....  
**Employee Name (Print)**

.....  
**Signature**

.....  
**Date**