
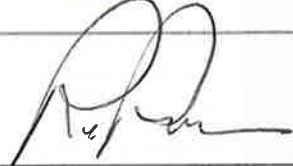




JOB OVERVIEW			
JOB TITLE	Public Relations Officer		
JOB LOCATION	Regional Office	WEEKLY HOURS	38
DIVISION / DEPARTMENT	Corporate Services	LEVEL	5
DIRECT REPORTS	Nil	WORKING CONDITIONS	Based in Katherine Regional Office, remote travel required and stays in remote communities
REPORTS TO	Director of Corporate Services	EMPLOYMENT CONDITIONS	Victoria Daly Regional Council Enterprise Agreement 2018 – 2021.
POSITION DETAILS			
JOB PURPOSE	The public relations officer will establish strong Council public relations promotions and communications through publications, Councils website and various media sources to uplift the Councils branding.		
DUTIES AND RESPONSIBILITIES	<ol style="list-style-type: none"> 1. Establish and maintain positive and effective relationship with internal and external clients of the Council. 2. Enhance Councils branding through the promotion, initiatives and news stories through relevant platforms. 3. Oversee and maintain the Council's website to provide relevant and required information. 4. Write articles promoting Council and maintain Council's presence on relevant social media platforms and publications. 5. Act as photographer/journalist at community and Council events as required. 6. Source and coordinate Council wide contributions for Council documents, plans, and website and media platforms. 7. Develop and maintain constructive relationships with the media and communications entities such as the Katherine Times and NT News. 8. Track, monitor and report on media issues relevant to the Council and the local area. 9. Assist the Mayor, Chief Executive Officer, Council Managers and other staff as required in dealings with journalists/media and community events and launches. 10. Promote and assist in coordinating special events and community events managed by the Council. 11. Represent the Council on committees or at community meetings and events when required. 		
QUALIFICATIONS, EDUCATION, EXPERIENCE & KNOWLEDGE			
EDUCATION REQUIREMENTS	<ol style="list-style-type: none"> 1. Tertiary qualifications relevant to the responsibilities of the position or extensive experience in journalism/communications. 		
EXPERIENCE & KNOWLEDGE REQUIREMENTS	<ol style="list-style-type: none"> 2. Demonstrated high level of written, oral and language skills with the ability to be creative and innovative. 3. Proven experience in writing and publishing newsletters, brochures and other publications. 4. Strong interpersonal skills and the ability to interact effectively with internal and external clients. 5. Awareness of the need for cultural sensitivity and the ability to work in a cross cultural environment. 6. Ability to develop text for different mediums and audiences. 7. Excellent project management, time management and organisational skills. 8. Ability to be able to work both independently and in a team environment. 9. Proven ability to work efficiently and effectively under pressure with minimal supervision. 10. Demonstrated understanding of media issues, especially those of a sensitive nature, relevant to the Council and Local Government. 11. Demonstrated understanding of the use of the Internet, development of websites and general information technology. 12. Experience in using software packages for publications etc. 		

	13. Ensure the policies and procedures of the Council are adhered to and all resources effectively deployed.		
	14. Sound knowledge of the principles of Work Health & Safety.		
OTHER REQUIREMENTS	1. A current driver's licence. 2. Criminal History Check within the past 3 months 3. Working with Children's clearance		
PHYSICAL REQUIREMENTS	The position holder's employment conditions are as set out in the holder's letter of employment offer and in the Victoria Daly Regional Council Enterprise Agreement 2018-2021.		
REVIEWED By TRUDY BRAUN DIRECTOR OF CORPORATE SERVICES		DATE REVIEWED	11/8/21
APPROVED By RUSSELL ANDERSON CHIEF EXECUTIVE OFFICER		DATE APPROVED	11/8/21