



POSITION DESCRIPTION/SPECIFICATION

1. POSITION IDENTIFICATION

Title	Internal Communications Officer	Level	7
Business Unit	Communications & Stakeholder Relations	Position No.	01641
Directorate	Governance and Strategy	Date Established	July 2022
Reporting to	Media Advisor	Date Updated	April 2026

2. KEY OBJECTIVES

- Undertake a range of internal communications activities including but not limited to maintaining and coordinating internal electronic communications, ongoing refinement of internal communication tools, online services and digital screen messaging.
- Prepare, manage and oversee to the CEO's internal communications duties including content creation, newsletter, Executive Leadership Team messaging and briefings.
- Provide strategic and project / campaign related internal communications and promotions.
- Undertake customer service and administrative responsibilities.

3. KEY ACCOUNTABILITIES

- Timely and accurate delivery of assigned work and projects within agreed timeframes, allocated budget and with rigor applied in all circumstances.
- Undertake activities in accordance with the Business Unit Plan, Corporate Business Plan, Strategic Community Plan, Corporate Marketing Plan and other relevant plans.
- Ensure internal communication materials are to a high quality and standard, including engaging and dynamic digital content, consistent application, in accordance with the City's branding and online writing style guidelines and current with marketing trends and technologies.
- Customer service is delivered in accordance with the City's Customer Service Charter and relevant protocols and procedures.
- Correspondence and other written material is of a high standard and content is accurate and error free, and in accordance with the City's writing guidelines.
- Ensure all financial activities are undertaken in accordance with the City's purchasing protocols and practices.
- Ensure prompt and accurate capture of corporate information and documentation in accordance with the City's record keeping system and associated policies, protocols and practices.
- Comply with Work, Health and Safety (WHS) legislation, City policies, procedures and other WHS related requirements, and actively support the City safety systems.

4. KEY ACTIVITIES

ACTIVITIES

Outcome: Content Creation

- Prepare internal communication on behalf of the CEO.
- Draft managerial talking points for various occasions.
- Create and upload digital content for internal communications.
- Draft and coordinate the production and publication of digital and written content.
- Research and write content for distribution to employees and other stakeholders via a range of communication platforms.
- Review the City of Joondalup Writing Style Guide, provide training, education and information.
- Establish and administer guidelines, practices and procedures for communicating internally.

Outcomes: Executive Support and Crisis Communications

- Participate as a Crisis Management Team member and provide expert advice on communication.
- Develop and write interesting and informative speeches, talking points, opinion pieces and communication materials for the CEO, Mayor and Executives for a range of audiences.
- Prepare speech documents, undertaking editing, proof reading and formatting to ensure accuracy and a consistent standard is maintained.
- Liaise closely with the CEO, Mayor and Executives to ensure that speech material is crafted to reflect the speaker's personal style and prepare the speaker as appropriate.
- Provide strategic communication advice and develop, implement and evaluate internal communications projects.
- Contribute to the development and continuous improvement of City's Crisis Communication Plans and participate in any training exercises related to disaster management.

Outcome: Internal Communication - Organisational

- Facilitate 'pulse' surveys in conjunction with Strategic and Organisational Development (SOD), Human Resources and Information Technology to gain feedback and measure the effectiveness of the City's internal and external communications tools, gauge morale and identify and implement suggestions for improvement.
- Work and collaborate with key internal stakeholders across the City's business units to develop, communicate and implement internal communication strategies and plans, including for various online programs, projects and copywriting.
- Assess internal communications activities to support internal campaigns.
- Provide advice across the organisation to support effective internal communications.
- Using data analysis of digital content, develop and provide regular reports clearly outlining any key trends or suggested recommendations to improve internal communications performance.
- Prepare, develop and implement an Internal Communications Strategy to guide.
- Participate or contribute to cross-organisational working groups and projects.
- Develop and grow internal communication channels including digital platforms, publications and forums including the production and management of live stream events.

Outcome: Stakeholder Engagement

- Undertake activities to promote and advocate the City's brand and reputation internally.
- Develop and maintain effective working relationships with key stakeholders.
- Maintain a network of trusted relationships with people throughout the organisation.
- Develop and implement an ongoing education and promotional strategy to encourage greater and more effective use of the City's intranet in consultation with SOD.

Outcome: Marketing, Public Relations and Online Services

- Project a positive, professional image of the City through effective communications.
- Utilise digital screen templates where possible and at times liaise with Marketing Officer for internal digital screen and amenity frame artwork.
- Undertake accurate and creative digital copy writing and proof reading of work to pre-agreed deadlines.
- Facilitate the production of internal communication materials across a range of mediums including print, email, enewsletter, the City's intranet platform, social and video.
- Monitor feedback and comments on the City's internal communications platforms and adjust content accordingly.
- Coordinate digital screen bookings and content creation and amenity frame messaging.
- Assess and report on internal communication campaigns to ensure client's objectives are met.
- Review, edit and update intranet and MS Teams portal to ensure content uploaded is accurate, consistent with other content pages (e.g. City's website).
- Undertake the Marketing Officer role for the Human Resources and Audit, Risk and Executive Services business units including developing and implementing communications plans and creating content.

Outcome: Customer Service and Administration

- Respond to phone, online and email enquiries.
- Liaise with external and internal suppliers and assist with the commissioning and delivery of internal communication materials.
- Provide input into the development and review of the Business Unit Plan and Corporate Marketing Plan and undertake monthly and ad hoc reporting of progress against plans.
- Undertake business unit support activities including public relations content and development and maintenance of relevant plans and protocols.
- Provide input into the business unit budget, with respect to relevant project budgets.
- Assist SOD in coordinating the bi-annual staff conference.
- Perform other duties as requested within the scope of this level and in accordance with skills, knowledge and experience.

5. WORK RELATED REQUIREMENTS

Essential Skills, Knowledge, Experience and Qualifications:

Skills:

- Writing, proof reading and research skills, including the ability to write and edit material suitable for diverse target audiences in a simple and concise style.
- Written communication, writing executive speeches, communiques, online content and reports.
- Relating to creation of digital copy including news articles, photos and e-newsletters.
- Attention to detail ensuring messages and published content is accurate and professional.
- Analytical, oral and interpersonal skills, including stakeholder relationship management and the ability to use tact and diplomacy (including when dealing with sensitive issues).
- MS Office suite, SharePoint, website content management systems, templates, database packages and social media.
- High level initiative and ability to work independently and/or within a team environment.

Knowledge:

- Communication technology, including new digital technologies and how they can be applied to internal communications.

- Writing for online channels, social media platforms and digital technologies.
- Sound knowledge of customer service principles.
- Local government structure and functions.

Experience:

- Developing and managing communications channels including intranet, newsletter, video conferencing for online forums, other creative print and digital applications.
- Developing and delivering evidenced-based internal communications strategies and plans.
- Drafting, writing for newsletters, brochures, reports, speeches and online communication.
- In an online marketing or communications role.
- In using content management systems.

Qualifications / Clearances:

- Tertiary qualifications in Marketing, Communications, Public Relations, Journalism or related discipline or equivalent relevant experience.
- Current WA 'C' Class Driver's Licence.

6. EXTENT OF AUTHORITY

- Exercises a degree of autonomy, however advice is available on complex or unusual matters.
- Contributes to the development of work practices and procedures.
- Controls and manages significant functions or programs; provides specialist support to a range of activities. Undertake a range of duties within the work area, including problem definition, planning and the exercise of judgment.
- Responsible for decision making in work area and the provision of expert advice.

7. WORKING RELATIONSHIPS

Level of Supervision:

- Works under limited direction.

Internal

- All other business units.

External

- Local residents and general public
- Service suppliers
- Corporate stakeholders
- Government departments
- Other local governments

8. POSITION DIMENSIONS

NUMBER OF EMPLOYEES DIRECTLY REPORTING TO POSITION	0
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