



POSITION DESCRIPTION/SPECIFICATION

1. POSITION IDENTIFICATION

Title	Media and Communications Officer	Level	7
Business Unit	Communications and Stakeholder Relations	Position Number	01163
Directorate	Governance and Strategy	Date Established	November 2012
Reporting to	Media Advisor	Date Updated	March 2026

2. KEY OBJECTIVES

- Responsible for providing support and specialist communications/expert advice to stakeholders for the City’s Media requirements and positioning.
- Responsible for providing support to the City’s media relations program including speech preparation, research and preparation of media releases, statements and responses, providing information for City newsletters (external and internal) and the website.

3. KEY ACCOUNTABILITIES

- Ensure the provision of specialist media and communications including media releases, responses, statements, fortnightly columns, speeches and delivery across digital and social media channels to ensure contemporary and effective communication
- Provide politically aware and contextually informed communications and advice and that reflects the City’s governance environment and is relevant for the audience and channel.
- Responses to enquiries and information requests from journalists or other relevant stakeholders are accurate, timely, accessible, compliant with City guidelines and effective in influencing opinion.
- Contributes to the reputation and profile of the City of Joondalup in the media and community.
- Ensure the City receives appropriate public recognition from the media, support agencies and the community for its role in various activities, services and programs.
- Monitoring of social media sites is timely and effective and assesses site usage and impact with followers.
- Ensures the Media Advisor and relevant senior leadership are aware of any difficult/sensitive issues when they arise.
- 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.
- Customer service is delivered in accordance with the City’s Customer Service Charter and relevant protocols and procedures.
- Comply with Work, Health and Safety (WHS) legislation, City protocols, procedures and other WHS related requirements, and actively support the City safety systems.

4. KEY ACTIVITIES

ACTIVITIES

Outcome: Effective Media/Stakeholder Liaison

- Respond to any enquiries and information requests from journalists or other relevant stakeholders.
- Liaise with Business Units to provide advice to improve effectiveness of all City communication (internal and external), and information sharing to internal and external stakeholders.
- Ensure the City receives appropriate public recognition from the media, support agencies and the community for its role in various activities, services and programs.
- Coordinate the City's Social Media Strategy and associated programs including periodic review to improve performance and impact of social media use, and monitor, analyse and report on communication and social media performance metrics to support continuous improvement.

Outcome: Corporate Communications/Publications

- Research and write external communications including publications, media releases, responses, statements, media columns, video scripting and speeches.
- Provide politically aware and contextually informed communications advice that reflects the City's governance environment.
- Provide specialist media and communications advice including review and/or preparation where appropriate of communication content prior to release.
- Advises staff and Elected Members to ensure all information published is factual, timely, customer focused and presented in acceptable fashion to meet audience expectations. Is able to positively influence in terms of content and approach.

Outcome: Media and Communications Strategies

- Coordinate the City's Social Media Strategy and associated programs including periodic review to improve performance and impact of social media use.
- Prepare content and contribute to the development of strategies to promote and enhance the reputation and profile of the City of Joondalup in the media and community.
- Undertake research and prepare information on behalf of the Media Advisor.
- Provide input into other business unit strategy development and implementation (marketing plan, individual event marketing).

Outcome: Process Improvement

- Monitor, analyse and report on communication and social media performance metrics to support continuous improvement.
- Uses data gathered through research (structured and anecdotal) to recommend improvements to the City's internal and external communications.
- Recommends and identifies process improvements to ensure high quality communications are produced in an effective and efficient manner.

Outcome: Administration

- Attends Corporate Events and Council meetings as required.
- Provides input into management reports and council submissions both internal and external to the Business Unit.
- 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:

- Highly developed understanding of the media and journalism.
- Highly developed interpersonal and negotiating skills.
- Highly developed written communication skills including speech writing.
- Strong digital content development skills, including creating compelling organic content for social media and web platforms.
- Highly developed research and analytical skills and abilities.
- Highly developed time management skills.
- Ability to influence people and achieve consensus on outcomes.
- Ability to work with a high degree of autonomy.
- Demonstrated initiative and capacity to think clearly and logically.
- Ability to work in a political environment with competing demands and objectives.
- Highly developed presentation skills.

Knowledge:

- Comprehensive knowledge of media industry.
- Comprehensive knowledge of media communication principles and practices.
- Sound knowledge of media strategy.
- Sound knowledge of Local Government's roles and responsibilities in WA.
- Comprehensive knowledge of Social Media and its application for positive organisational outcomes.
- Sound knowledge of digital content development principles, including creating effective organic content for social media and web platforms.
- Sound understanding of website principles including content management systems, navigation and design fundamentals.

Experience:

- Substantial experience in the field of journalism, communications or public relations.
- Substantial experience in writing speeches and news articles.
- Substantial experience in Stakeholder management and influencing senior people within an organisation on media communications approach.
- Experience using digital communication tools and platforms, including social media management systems and website content management systems.
- Substantial experience in development and application of social media network application.
- Demonstrated experience in development of strategy

Qualifications / Clearances:

- Tertiary qualifications relevant to the position.

6. EXTENT OF AUTHORITY

- Exercise a degree of autonomy but advice is available on complex or unusual matters.
- Controls and co-ordinates the work area within budgetary constraints.
- Required to set priorities, plan and organise own work.

- Undertake a range of duties within 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:

- Mayor and Elected Members
- CEO
- Directors
- Business Unit Managers
- Coordinator Marketing
- All employees

External:

- Newspaper editors
- Journalists
- Radio and TV producers
- Members of Parliament, Government Departments and Agencies
- Members of Community

8. POSITION DIMENSIONS

NUMBER OF EMPLOYEES DIRECTLY REPORTING TO POSITION	0
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