



Senior Digital Engagement and Marketing Officer Application Pack

July 2024

Celebrating our diversity

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Senior Digital Engagement and Marketing Officer – F240126

Full-Time, \$92,451 per annum (plus entitlements)

The Position

The Shire of Manjimup is seeking a highly skilled and digitally minded individual to oversee the digital media and shire marketing communications as a member of the executive services team.

The role is responsible for efficiently and effectively executing the Shire's Communications Strategy by improving digital and printed communications to increase community awareness and engagement in Shire services, activities and Council matters.

The Person

The ideal candidate will include have:

- Excellent interpersonal and customer service skills including negotiation and stakeholder management, corporate communication, and public relations.
- Experience in publication production, and public relations (including media releases, presentations, and speech writing).
- Skilled at using and developing web and a variety of social media communication channels to identify and maximise on media opportunities.
- Operational use of Microsoft Office suite and adobe creative suite (including photoshop and InDesign) for Shire advertising and public relations.
- The ability to work with limited supervision and in a team environment.

Qualifications

- A tertiary qualification (or working towards) in journalism, public relations, marketing or other equivalent.
- Current "C" Class driver's license.
- National Police Clearance.

The Benefits

The Shire provides the following benefits:

- Immediate start available.
- Additional superannuation matching up to 5.5%.
- Free Manjimup Regional AquaCentre membership.
- Free parking.
- Great opportunity providing challenging and varied scope of works.
- Idyllic location, tall timbers of the Southern Forests, to coastal settlements of the south, and providing an excellent work life balance.

To Apply

Well, what are you waiting for? Jump on to www.manjimup.wa.gov.au for all the information about the position, including the position description and how to apply. You can also find information on the Shire of Manjimup and the benefits of the local community.

To get further information, including the position description, please contact Emily O'Neil, Human Resources Manager, by phone (08) 9771 7751 or email hr@manjimup.wa.gov.au

Closing Date: 5.00pm Friday 12 July 2024

The Shire of Manjimup reserves the right to commence interviews prior to the closing date for applications.

Shire of Manjimup Information

The Noongar people are the Traditional Custodians of the lands on which the Shire of Manjimup is located and there are three Noongar language groups that span this area being the Bibbulmun, Minang and Kaniyang.

The Shire of Manjimup, with an area of 7,028 square kilometres, is the largest shire in the South West region of Western Australia and is part of the Warren Blackwood sub-region. With over 4,000 residents in the urban centre, the town of Manjimup is the most populated town in the Warren Blackwood sub-region.

Within the Shire there are the four main townships of Manjimup (the regional centre), Northcliffe, Pemberton and Walpole, and the six smaller settlements of Deanmill, Jardee, Palgarup, Quinninup, Tone River and Windy Harbour.

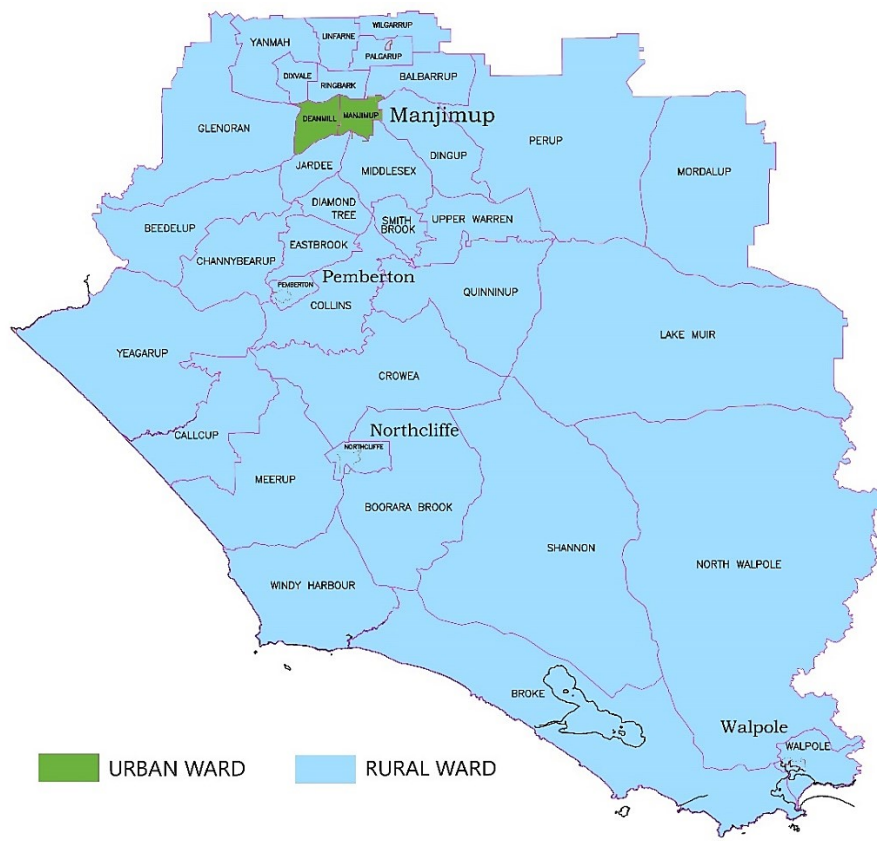


Image: The electoral Ward boundaries, towns and localities of the Shire of Manjimup.

Manjimup possesses areas of ecological, historical, agricultural, commercial and industrial interest. Within a short drive of the town, you can visit the King Jarrah, the Diamond Tree Lookout Tower and the Four Aces. Water attractions include historic Fonty's Pool, the Donnelly River and Glenoran Pool.

Watch this video tour of all our region has to offer:

www.facebook.com/shireofmanjimup/videos/1807679652632922

Our Community Vision

- We are a thriving region offering an excellent quality of life that is safe, liveable and welcoming.
- We value and care for our natural environment, which sustains both economic and recreational pursuits.
- Our industries are recognised for their resilience, quality and innovation and for their contribution to the state of Western Australia.
- Our economic diversity provides business and employment opportunities for all.

Our Mission

- The Shire of Manjimup is a professional, effective and helpful organisation with a genuine commitment to facilitating good governance and achieving the community's vision.
- We provide services and facilities, as well as manage legislation and develop policy, and we play a lead role in our Shire being an enjoyable and enviable place to live, work and visit.
- We care about our community – its wellbeing, its prosperity and its sustainable future.

Working at the Shire

The Shire of Manjimup employs over 180 employees throughout the region. There are a diverse range of job roles within the Shire that can offer you variety, career progression and professional challenges. And remember, no matter which position you work in, you will be making a direct impact on the wellbeing of visitors, business and residents in our community. Now is an exciting time to join our organisation and be part of the team that is responsible for making our Shire what it is today and what it will be in the future.

Working for the Shire also comes with some added benefits. Some of the benefits available to employees may include:

<p>A comprehensive healthy lifestyle and wellbeing program</p> <ul style="list-style-type: none"> • HIF and HBF private health discounts • Influenza vaccinations • Health seminars and exercise sessions • Executive health assessments • Employee assistance program <p>Financial Reward</p> <ul style="list-style-type: none"> • Superannuation up to 16.5% • Relocation expenses 	<p>Professional and Personal Development</p> <ul style="list-style-type: none"> • Training and development • Study assistance • Study leave <p>Flexible Working Arrangements</p> <ul style="list-style-type: none"> • Flexible working hours • Rostered day off • Hour bank
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Note: The benefits listed above are not available to all employees (i.e. dependent on position and requirements of the job). They are also subject to change. Please contact Human Resources on (08) 9771 7777 for more information.

Organisational Values

It is important to ensure that the foundation moving forward is solid and that our development as an organisation has a continuous and justifiable set of underlying themes. This will ensure that our development as an organisation can be based on a culture and a set of beliefs and values that we can all embrace as a team.

Professionalism	We provide competent and effective services and encourage innovation and excellence in our people.
Courtesy	We are polite, approachable and helpful in our dealings with all people.
Integrity	We are honest and trustworthy and make fair and transparent decisions.
Reliability	We deliver services in an efficient and consistent way and honour our commitments.
Proactivity	We actively identify solutions to community issues by being consultative, open-minded, and showing bold leadership.

We expect you already operate in a way which models these values. We will look for evidence of this during the selection process.

How To Apply

Preparing your Application

Applicants who demonstrate that they meet the requirements for the advertised position, based on their application, will be considered for interview.

For your application to be considered it **must** include:

1. Cover letter
2. Resume / Curriculum Vitae
3. Selection Criteria Statement
4. References
5. Supporting Documents

A cover letter

- A short statement highlighting relevant experience and expertise that relates to the position.

Your Resume (Curriculum Vitae)

- Contact Details - Name, address, email and telephone number.
- Education and Training achievements.
- Work history - including employment dates, details of the duties, performance and achievements.
- Any activities undertaken outside of work, which you consider are relevant to the position.

A Selection Criteria Statement

- This is the most important part of your application and must be provided as a separate document.
- Make sure that each selection criteria are addressed separately and that the information you provide is clear, concise and relevant, so that the selection panel members can readily assess your suitability for the position.
- It is up to you to demonstrate to the panel that you understand the requirements of the position and that you have the necessary skills, knowledge, experience and qualifications to successfully carry out the duties.
- Only applicants who best demonstrate they meet the competency requirements of the position will be interviewed.
- The selection criteria for this position can be found on the last page of this pack.

Your Referees

- The names and contact details (email and telephone number) of two referees who can preferably comment on work experience that is relevant to this position.

Other Supporting Documents

- Please provide **Only copies** of supporting documents with your application.

Applications

The closing date for applications is **5.00pm Friday 12 July 2024**

Applications should be sent, marked "Private & Confidential - CEO Manjimup" to:

info@manjimup.wa.gov.au

OR

Benjamin (Ben) Rose – Chief Executive Officer
Shire of Manjimup
PO Box 1
MANJIMUP WA 6258

In fairness to all applicants, late applications cannot be received by the Shire of Manjimup unless permission has been sought from Council prior to the closing date. Canvassing of Councillors will disqualify an applicant.

Prior to appointment

The Shire of Manjimup will undertake confirmation of one or more of the following pre-employment conditions, based on the requirements of a particular position:

- Confirmation of right to work in Australia
- Academic qualifications check
- Reference checks
- Worker's Compensation checks
- Pre-employment medical
- Criminal history check
- Working with Children check
- NDIS Worker Screening Check
- Compliance with any State Government Directions for COVID-19

The Shire of Manjimup is committed to the achievement of a diverse workforce and encourages applications from Aboriginal and Torres Strait Islanders, people from culturally and linguistically diverse backgrounds, young people, women and people with disabilities.

The Shire of Manjimup is an equal opportunity employer and provides a smoke free work environment.

The Shire of Manjimup complies with the requirements of the Human Rights and Equal Opportunity Commission Act (Clth) 1986 and applies the principles therein to the recruitment and selection process by selecting according to merit and by avoiding discrimination on the basis of race, gender, marital status, age, disability or any other legally protected attribute (so long as they do not contravene the inherent requirements of a position).

Senior Digital Media and Marketing Officer

Directorate	Executive Services
Department	Executive Services
Reports to	Manager of Executive Services
Direct Reports	Manager of Executive Services
Industrial Instrument	<i>Shire of Manjimup Enterprise Agreement (as amended)</i>
Classification	Level 7
Primary Location	Shire of Manjimup Administration Office

Position Benefits

Vehicle	No	Mobile	Yes
Laptop	Yes	Relocation expenses	No

Position Objectives

- Improve the quality, frequency, and currency of Council information in order to increase community awareness of Council's activities and services.
- Raise the profile of Council within government, industry, and media and increase the level of community engagement in Council and Shire operations.
- Efficiently and effectively execute the Shire's Communications Strategy.

Key Duties and Responsibilities

Operations

- Assist with the consistent and uniform presentation of the corporate identity (including corporate style guide).
- Edit and publish information regarding the organisation to internal and external audiences.
- Assist with development and production of corporate brochures, publications, and bulletins.
- Assist coordination of corporate public consultation activities.
- Assist internal departments with their public relations initiatives.
- Assist with the presentation of key Shire documents (such as Shire's Annual Report and Strategic Plans).
- Keep abreast of current trends and initiatives within the industry.
- Maintain a Shire photo library for media, communication and reporting purposes.
- Monitor and maintain the Shire's social media for topical issues relevant to public relations.

- Establish and maintain sound working relationships with all relevant media stakeholders and organisations.
- Assist with the presentation of employment attraction initiatives.
- Other duties as directed by the Chief Executive Officer.

Digital Marketing

- Maintain updates and content on Shire website and social media platforms including antenna, Instagram, and Facebook.
- Work with other departments to monitor and maintain staff email signatures and staff digital signatures for front administration operations.
- Utilise Pharos Cloud to schedule Brockman Street lighting.

Reporting & Incidents

- Maintain statistics on frequency and effectiveness of Shire public relations activities.
- Provide reports to the Chief Executive Officer on public relations, media, and communications matters.
- Provision of public information and communication liaison between agencies during emergency events, providing advice and assistance as required.

Assistance to President / Councillors / CEO

- Facilitate media releases and arrange media interviews (print, radio, and television).
- Research and draft responses to media enquiries.
- Assist preparation of speeches and the “President’s Message”.
- Media preparation training.

Special Occasions

- Provide publicity assistance for major events, conferences, dignitary visits, school visits, out and about sessions and special projects.
- Background research and speech writing.
- Coordinate media coverage.
- Liaise with Ministers, their offices, and departments.

Skills, Knowledge, Experience and Qualifications

Skills

- Operational use of adobe creative suite (including photoshop and InDesign) for Shire advertising and public relations.
- Operational use of Microsoft Office suite.
- Well-developed corporate communication skills.
- Excellent interpersonal and customer service skills.
- Developed time management and organisational skills.
- Effective negotiation and stakeholder management skills.
- Ability to work with limited supervision and in a team environment.
- Ability to update web and social media.

- Ability to assess the public relations environment and assist in the provision of relevant and prompt responses.
- Ability to support and work effectively with the authorised spokesperson for the Shire.

Knowledge

- Publication production processes / timelines.
- Variety and reach of media channels available and the ability to capitalise on the opportunities these present.
- Understanding of the role and structure of Local Government.

Experience

- Public relations (including media releases, presentations, and speech writing).
- Production of publications.
- Identify and capitalising on media opportunities.
- Working with the web and social media as communication channels.
- Working with a network of media contacts with the ability to build relationships.

Qualifications

- A tertiary qualification (or working towards) in journalism, public relations, marketing or other equivalent.
- Current “C” Class driver’s licence.
- National Police Clearance.

Physical and Environmental Demands

- Office based; sitting, walking and bending.
- Driving is an essential requirement.
- Use of computers is essential.
- Use of photography equipment is essential.
- Deals with highly sensitive/conflict situations.

Extent of Authority

Exercise initiative and/or judgement according to procedures/guidelines within the bounds of understanding with the Chief Executive Officer. Operate within the parameters of Council’s policies, procedures and relevant guidelines.

Responsibilities Common to All Employees

Commitment to service delivery

- Seeks, listens to and acts on feedback.
- Works as part of a team, supports the achievement of team goals, co-operates and communicates with colleagues.
- Shows an appreciation for others – their skills and knowledge, their attributes and differences.
- Recognises and understands organisational changes, helps to make improvements happen and shares good practice.
- Makes a positive contribution to the Shire and demonstrates flexibility and resilience.
- Accepts responsibility for own health and wellbeing to perform the role.

Achieve results

- Does what is required from the role, including;
 - Meeting targets
 - Following procedures
 - Working with standards
 - Providing required level and quality of service
 - Maintaining records
 - Contributing fully to all work situations
- Gets the facts right – ensures information is clear and correct.
- Supports colleagues to ensure wider organisational objectives are met and outcomes are achieved resourcefully.

Work Health and Safety

- Fulfil requirements of Council's Work Health and Safety policy.
- Work with care for their own safety and health and that of others.
- Participate in developing safe work procedures and following them.
- Participate in training.
- Use equipment properly and report any faults/damage.
- Use personal protective equipment as directed.
- Report hazards and incidents to their Supervisor/Manager.
- Participate in personal return to work plans.

Selection Criteria

Essential

1. Operational use of Microsoft Office suite and Adobe creative suite.
2. Excellent interpersonal and customer service skills including negotiation and stakeholder management, corporate communication, and public relations.
3. Highly developed organisational and time management skills.
4. Ability to work effectively and efficiently with limited supervision and in a team environment.
5. Experience in publication production, and public relations (including media releases, presentations, and speech writing).
6. Experience in designing, updating and utilising web and social media platforms as communication channels.
7. Tertiary qualification (or working towards) in journalism, public relations, marketing or other equivalent.
8. Current "C" Class driver's licence.
9. National Police Clearance (or willingness to obtain).

Desirable

1. Understanding of the role and structure of Local Government.
2. Operational use of photoshop and InDesign.