

POSITION DESCRIPTION

Position Title	Media Trainee
Classification Level	As applicable in accordance with Schedule E of the Miscellaneous Award 2020
Directorate	Executive Services
Department	Executive Services
Reports to	Media & Corporate Communications Officer
Position Number	TBA

1 POSITION SUMMARY

Assist the Shire's Media & Corporate Communications Officer in achieving a strong, positive and consistent public and internal profile for the Shire through targeted, effective media, public relations and high quality communication activities.

2 POSITION-LEVEL PRINCIPLES, OBLIGATIONS & ACCOUNTABILITIES

The primary outcomes of this position type include:

- Supporting and promoting the "culture" and "values" of the Shire of East Pilbara evidenced through personal commitment, personal behaviour, language and the achievement of results;
- Contributing to employee and customer satisfaction, engagement and excellence;
- Collaboratively participating in teams to deliver outcomes for and on behalf of the Shire;
- Effectively communicating and cooperating with internal and external stakeholders as applicable to maintain positive relationships with the Shire;
- Actively contributing towards efficiency and quality of service, as directed;
- Proactively reporting and mitigating, risks.

3 ROLE ACCOUNTABILITIES

Assist with the following as directed by the Media & Corporate Communications Officer:

Corporate Communications

- Implementing and evaluating information and communication strategies;
- Managing content on behalf of the Shire across digital communication platforms including social media channels;
- Maintaining the Shire's website in conjunction with Media & Corporation Communications Officer, and continual updating of content;
- Communications material including copy editing for a consistent tone and style.
- Developing written communications for external distribution including advertisements, brochures and newsletters;
- Monitoring public opinion about the Shire or particular issues;
- Researching speech notes for Councillors and staff;
- Reviewing and maintaining a consistent brand for the Shire, including the maintenance of style guides and templates;
- Supporting internal communications;

Media Relations

- Implementing media relations programs to promote the Shire, its programs, events and initiatives;
- Distributing a range of media items for publication, including media releases, speeches, talking points, media responses, feature articles, fact sheets;
- Responding to media inquiries in a timely and efficient manner;
- Seeking media opportunities to positively position the Shire and to raise community awareness, and understanding of, the organisation and its primary issues and activities;
- Delivering a range of public information services during emergencies to keep the public updated;

Team

- Working effectively within a team environment;
- Establishing effective working relationships with team members and apply sound communication skills;
- Effectively managing time and prioritising tasks;
- Applying Occupational Safety and Health policies and procedures to maximise a safe working environment;
- Supporting and promoting the Shire's Code of Conduct within the team;
- Undertaking special projects in line with the position responsibilities.

4 SELECTION CRITERIA

ESSENTIAL CRITERIA (to be considered for this role you must demonstrate the following skills and experience)

- Willingness to learn and undertake TAFE level qualifications in marketing, journalism, communications, public relations or similar as approved by the Manager Human Resources.
- Well-developed computer literacy skills.
- Ability to maintain confidentiality.
- Skills in time management.
- Ability to communicate with a variety of people.
- Aptitude to understand and apply policies and procedures.
- Must have, or be willing to create, an account on Facebook and LinkedIn;
- Current WA 'C' Class Drivers Licence.
- Must have, or be willing to create, an account on Facebook and LinkedIn.

DESIRABLE CRITERIA

- Previous experience in work environments, particularly with administration and/or systems.
- Previous experience in a Local Government Authority.

EMPLOYMENT CONSIDERATIONS

To be considered for a position at the Shire of East Pilbara, applicants must be able to satisfy the following appointment prerequisites by providing:

- Completion of 100-point identification check;
- Production of a valid Police Clearance of no more than 6-months old;
- Proof of full COVID vaccination;
- Hold the appropriate rights to work in Australia;
- Completion of a pre-employment medical.

5 GENERAL ACCOUNTABILITY, ATTITUDE, BEHAVIOUR AND CONDUCT

Every person carrying out work for the Shire has a personal accountability for their observable attitudes, behaviour, and conduct. Obligations regarding these are contained in other documents such as:

- The Shire's Code of Conduct;
- Management directives and approved policies and procedures;
- Staff Values and behavioural commitment statements;
- Other lawful and reasonable directions from the employer, and particularly those relating to General Accountabilities of government employees such as employee integrity, confidentiality, Shire reputation, efficiency and efficacy, and fraud and corruption prevention.

6 RELATIONSHIPS

Responsible to:	PD007 Media & Corporate Communications Officer
Number of Staff Positions: (Directly Supervised)	Nil
Number of Staff Positions: (Indirectly Supervised)	Nil
Internal: All Shire Staff	
External: Residents of Newman, Local Community Groups and Organisations, Local Government and State Authorities and Records Management	

7 EXTENT OF AUTHORITY

Works under close supervision of the Media & Corporate Communications Officer and operational guidance of other staff within the area within established guidelines, procedures and policies of the Shire as well as Statutory provisions. Perform all other duties within the scope of the position as required.

8 POSITION ACKNOWLEDGEMENT AND ACCEPTANCE

The information contained in this position description is intended to describe the nature and level of work to be performed. This is not considered an exhaustive list of all the responsibilities, duties or skills required in the role. From time to time, employees may be required to perform duties outside of their normal responsibilities as required to meet operational needs.

Signing this position description indicates an agreement and acceptance of the contents and conditions.

Employee Name:	Supervisor Name:
Employee Signature:	Supervisor Signature:
Date:	Date: