

Position Description

Senior Media & Communications Officer



Position: Senior Media & Communications Officer (1030)

Division Corporate and Community

Band/Grade: Local Government (State) Award: Band 3 Level 1 Grade 15

Reports to: Manager Risk & Customer Service

Location: Max Centre, 30 Heber Street, Moree

Reviewed: January 2026

POSITION PURPOSE

The purpose of the Senior Media & Communications Officer position is to enhance Council's connection with the community and stakeholders through strategic communications, fostering community trust and establishing Council as a professional and capable organisation. This role is responsible for leading the development, execution and evaluation of strategic media and communications projects and activities in line with the Council's overarching strategic plans and objectives. By delivering consistent and engaging communications, the role supports informed and inclusive participation in Council's decisions, whilst promoting the Shire as a great place to live, work, invest and visit.



KEY DUTIES & RESPONSIBILITIES

1. Lead the development, implementation and evaluation of Council's strategic communications initiatives, ensuring alignment with Council's strategic plans, objectives and commitment to continuous improvement.
2. Manage Council's media relationships and provide high-level strategic media advice and support to the Mayor and General Manager, including preparation of media briefings, talking points, statements and responses.
3. Support informed and inclusive community participation by delivering clear, consistent and customer-focused communications, monitoring public sentiment and advising on appropriate messaging on matters of significance to Council.
4. Lead communication activities during emergencies and critical incidents as part of Council's emergency management team, ensuring timely, accurate and coordinated media and community messaging.
5. Oversee Council's digital platforms, including website and social media channels, ensuring content is current, professional, engaging and aligned with best-practice digital trends, algorithms and local government standards.
6. Develop, produce and manage high-quality written, visual and digital content across all communication channels, including social media, publications, marketing materials and

multimedia, while ensuring consistent application of Council's corporate identity and branding guidelines.

7. Evaluate communication and engagement outcomes against key performance indicators, and develop, review and maintain Council's communications policies, procedures and governance frameworks.
8. Work collaboratively with internal stakeholders, external media and agencies to deliver effective communications outcomes, and contribute positively to a professional, values-based and high-performing organisational culture.

**Please note duties and responsibilities may vary from time to time as operational needs arise, on direction from the manager.*

Behaviours and Personal Attributes:

- Strategic
- Professional
- Team player
- Creative
- Attention to detail
- Articulate

Key Relationships:

- Manager
- Mayor
- General Manager
- Community members
- External media contacts and agencies

SELECTION CRITERIA

Essential Criteria:

1. Tertiary qualifications in communications, marketing or public relations, or alternative tertiary qualifications and commensurate professional experience in communications, marketing, or public relations at a senior level.
2. Proven ability to think and act strategically, set clear objectives and maintain a strong commitment to delivering positive outcomes.
3. Strong writing, editing and proofreading skills with exceptional attention to detail in relation to spelling, grammar, punctuation and consistency.
4. Strong verbal communication skills, with demonstrated experience in writing for diverse audiences.
5. Excellent organisational and prioritisation skills with the ability to exercise strong judgement and commit to maintaining confidentiality.
6. Proven expertise in operating media equipment such as cameras and video cameras, with demonstrated skills in producing, editing and managing high-quality photographic and video content for professional use.
7. Demonstrated experience managing corporate social media channels and websites.
8. High level of computer literacy with developed skills in layout, design and publishing activities and proficiency with Adobe Creative Suite (or equivalent) and digital engagement tools.
9. Self-motivated, with the ability to work both as a team member and unsupervised.

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Required tickets, licences and/or qualifications:

1. Class C Drivers Licence
2. Working with Children Check (NSW)

Pre-employment checks:

1. National Criminal History Check
2. Pre-employment medical which may include drug and alcohol testing.

Desirable Criteria:

1. General Construction Induction Certificate (White Card)
2. Experience in communication/ministerial brief writing in a Local Government environment

COUNCIL ACCOUNTABILITIES

- To comply with legislative requirements.
- In accordance with the Workplace Health and Safety Act, employees must take all reasonable care for their own safety and the safety of others in the workplace.
- Comply with Council's plans, policies, procedures and Code of Conduct.
- To understand, adhere and promote Council's Equal Employment Opportunity (EEO) and diversity policies and procedures.
- To deliver your accountabilities and meet your project milestones, performance targets and service levels as required within your role.

COUNCIL VALUES

Moree Plains Shire is a strong, robust community providing a relaxed, healthy and harmonious lifestyle. Our economy supports the local region and preserves the important environmental qualities of our area. We are committed to playing our role in helping build the community we want for our future and leading the way in fostering a healthy, positive and well-resourced community.

S	H	A	R	P
Safe Prioritise the safety of our team members, contractors, community and environment.	Helpful Take the initiative to help. Offer solutions. One team.	Accountable Take ownership. Have the courage to call things out. Keep others accountable.	Respectful Mutual Respect. No time for disrespect.	Productive Push for results. Drive with urgency. Focus on quality.

These behaviours, in combination with further expectations and requirements outlined in Moree Plains Shire Council's internal Policies and Code of Conduct, apply to all employees of Council.

ACCEPTANCE

I, _____ confirm I have read and understood the Position Description and my delegations. As the incumbent, I agree to work in accordance with the position requirements and will abide by Council's policies, procedures and values. I understand this role description is designed to guide the responsibilities and activities undertaken and acknowledge the organisation, in response to changing priorities, may vary responsibilities from time to time.

Signature:

Date: