

# BARKLY REGIONAL COUNCIL



## Public Relations Officer (1011000)

### 1. Position Objectives

This position will be responsible for developing and implementing a comprehensive media and communication strategy aimed at enhancing and fortifying the public image of both the Barkly Region and the Council. Key duties include organising and managing events and projects across the Barkly region, and collaborating effectively with stakeholders and non-governmental organisations on behalf of the Barkly Regional Council.

*It is a requirement of this position that the position holder is willing and able to travel and work in remote communities located within the Barkly Regional Council area; and that the position holder agrees that this requirement may, from time to time, require the position holder to stay overnight.*

### 2. Key Responsibilities

#### Website, Social Media, and Publications

- Maintain and monitor the Barkly Regional Council website and social media pages, ensuring all information is relevant, accurate, and appropriately presented.
- Coordinate and produce internal and external publications, including newsletters, reports, press releases, the Regional Plan, and the Annual Report.

#### Speech Preparation and Media Relations

- Prepare speeches and briefings for elected members and Council management.
- Research and produce media responses and publications, and track, monitor, and report on media issues relevant to the Council and the region.
- Work closely with the CEO and Mayor to ensure accurate and timely information for media interviews and public speeches.

#### Event Coordination, Community Engagement, and Stakeholder Engagement

- Coordinate regional events such as Australia Day, Citizenship Ceremonies, NAIDOC Week, International Women's Day, public forums, and others as directed by the CEO.
- Negotiate support from local businesses and entities for Council functions and initiatives, and seek grant funding and sponsorship for Council events
- Develop and maintain positive working relationships with internal and external stakeholders, including other government agencies and private organisations.
- Provide support to business units within the portfolio and conduct regular travel to remote communities.

#### Other

- Ensure that the highest professional standards and Barkly Regional Council values are upheld at all times.
- Demonstrate commitment and enthusiasm to promote the principle of Diversity, Equity, Inclusion, and Belonging (DEIB) in employment and service delivery.

- Work safely and promote a safe working environment in accordance with Work Health Safety (WHS) legislation and Barkly Regional Council's policies and procedures.
- The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the Barkly Regional Council. The position holder will be expected to undertake other duties as appropriate to the position classification and as requested by his/her/their Manager.

## Our Values

Our values inform how we work and are reflected in our employees and services.

Our values are founded in the service standards and are lived out through our interactions with each other.

- ✓ We believe that all people in all communities are equal in dignity and have equal rights.
- ✓ Our employees are committed to working with people and communities in a way that values them, that are non-discriminatory, and that promote social justice.
- ✓ We are committed to the common good. Our employees work with people to ensure that they have access to the resources and services they need to effectively participate in the community.
- ✓ Our employees value the contributions of clients and communities and foster local community-driven services.
- ✓ Our Reconciliation Action Plan will be used to create a greater understanding of how we can best deliver services and support to all communities of the Barkly.

### 3. Key Accountabilities

- Create and execute media and communication strategies to enhance the organisation's image.
- Oversee and update the organisation's website and social media channels, ensuring accuracy and relevance of information.
- Produce and distribute internal and external publications, such as newsletters, reports, and press releases.
- Plan and coordinate events, including public forums and special occasions, ensuring smooth execution and alignment with organisational goals.
- Represent the organisation in media interactions and public engagements, advocating for its interests.

### 4. Organisational Relationship

<b>Position Title:</b>	Public Relations Officer (1011000)
<b>Reports to:</b>	Chief Executive Officer (1000000)
<b>Department:</b>	Office of the CEO
<b>Supervises:</b>	N/A
<b>Internal Liaison:</b>	Chief Executive Officer Directors Executive Assistant

Other Council Staff  
**External Liaison:** Mayor and Elected Council Members  
Government and Non-Government Representatives  
Other External Stakeholders and Organisations  
Rate Payers, Residents, and Visitors

## 5. Knowledge and Skills

Organisational:

- Knowledge and understanding of Aboriginal Culture.
- Excellent time management and organisational skills.
- The ability to work within a team environment whilst also producing results working independently.
- Ability to manage multiple tasks effectively with a degree of flexibility within a changing work environment.

Interpersonal:

- A willingness to work in a remote and sometimes demanding environment.
- Demonstrated ability to work within tight timeframes and regularly monitor deliverables.
- Ability to successfully interact with people at all levels.

Change Management:

- Ability to recognise issues and use initiative to identify and discuss proposed solutions.
- Ability to promptly respond to changed circumstances and make sound decisions to ensure the ongoing efficient and effective delivery of key deliverables within the role in the best interests of the Barkly Regional Council.
- Ensure compliance with and adherence to all legislative requirements and best practices at all times.

Commitment, Attitude, and Application to Duties:

- Provide courteous and prompt attention to requests for information.
- Demonstration of a positive and proactive attitude with strong initiative.
- Promote Barkly Regional Council in a positive manner at all times.
- Promote and encourage continuous quality improvement strategies for the delivery of accurate and timely documentation.
- Take responsible care to ensure one's own safety at work and that of other staff within the workplace.

## 6. Essential Criteria – Qualifications, Skills, and Experience

1. Experience in developing and implementing a successful media and communication strategy
2. Experience in the provision of high-quality social media content, website management, and other communication mediums such as newsletters and public documents
3. Ability to work with computer software packages.

4. Current Driver's Licence.
5. Current National Police Criminal History Check (within the last 3 months).
6. Current Working with Children's Clearance (Ochre Card).

**7. Desirable Criteria – Qualifications, Skills, and Experience**

1. Degree or diploma in communication, public relations or journalism associated discipline.
2. Experience in Local Government.

**8. Wages and Allowances**

**Classification:** Level 8 Pay Point 1  
*Barkly Regional Council Enterprise Agreement 2023*

**Status:** Full Time (38 hours per week)

**Annual Salary:** \$87,014.91 per annum (1,673.36 per week)

**Zone Allowance:** Tennant Creek Zone Allowance \$1.8900 per ordinary hour

**SCG:** 11.5%

**9. Certification**

The details contained in this document are an accurate statement of the responsibilities, accountabilities, and other requirements of the position.

  
 \_\_\_\_\_  
 Chris Kelly  
**Chief Executive Officer**

31 / 7 / 2024  
 \_\_\_\_\_  
 Date

**10. Acceptance**

I, \_\_\_\_\_ have read and understood the requirements of this position and hereby agree to the responsibilities as outlined above.

\_\_\_\_\_  
 Signature

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
 Date