

Position Description

Position title:	Senior Communications and Marketing Officer
Position number:	180
Group:	Strategic Development, Communication and Engagement
Reports to position title:	Manager Communications, Media and Engagement
Number of direct reports:	☒ Nil ☐ 1 - 3 ☐ 4 - 6 ☐ 7 - 9 ☐ 10 +
Range or classification:	Pay Point 19 - 23
Approved:	July 2026

About the Group

The Strategic Development and Community Engagement Group leads Council's strategic planning, communications, and community engagement functions. It supports informed decision-making, strengthens community connection, and ensures services and initiatives are aligned to community needs and organisational priorities.

Key Responsibilities

- Contribute to achieving Council's strategic objectives by providing specialist communications and marketing expertise that supports organisational priorities, service delivery outcomes and community engagement objectives.
- Lead and coordinate communications and marketing projects, campaigns and initiatives, ensuring delivery is timely, effective, aligned with Council strategies, policies and brand standards, and supports positive stakeholder and community outcomes.
- Provide specialist communications, marketing, media and engagement advice to managers, teams and stakeholders, identifying opportunities, managing risks and supporting informed decision-making.

- Coordinate and deliver Council’s communications and marketing activities across a range of channels, including media, publications, promotional materials and campaigns, ensuring content is accurate, accessible, engaging and aligned with Council’s brand, policies and communication standards.
- Manage proactive and reactive media activities, including the preparation of media releases, statements, articles, briefing materials and other communication resources that support Council’s reputation and strategic priorities.
- Contribute to the development, delivery and continuous improvement of Council’s digital communications, including websites, intranet platforms, social media and digital content, while monitoring emerging trends and opportunities to enhance communication effectiveness and community engagement.
- Provide communications and marketing support for civic functions, community events, official engagements, Council partnerships and strategic relationships, including the preparation of speeches, briefing notes, media materials and communication resources for the Mayor, Councillors and Executive Leadership Team.
- Prepare reports, correspondence, analytical information and other documentation to support governance, performance reporting, evidence-based decision-making and continuous improvement.
- Apply operational plans within scope of work, coordinate workflows and technical delivery, and be accountable for the quality and timeliness of outputs.
- Ensure resources within scope of work are used responsibly and efficiently within approved budgets and policies, and identify and manage operational risks associated with technical activities.
- Apply governance, legislation and compliance requirements to technical activities, monitoring performance within scope of work, and completing required reporting accurately and on time.
- Apply safe work practices by identifying and addressing WHS hazards and incidents and implementing controls to manage ongoing risks in technical activities.
- Be responsible for service delivery within scope by coordinating workflows, ensuring systems and processes are used as intended, and establishing and maintaining effective working relationships with stakeholders. Contribute to capability development and continuous improvement by sharing specialist/technical expertise, mentoring others, collaborating across teams, supporting change initiatives, and enhancing technical processes, standards and ways of working within scope.
- Review and approve work under delegation from the Manager Communications, Media, and Engagement.
- Carry out other duties appropriate to skills and training.

Selection Criteria

Essential

1. Tertiary qualifications in communications, marketing, public relations or a related discipline, together with substantial relevant experience.
2. Demonstrated ability to develop, deliver and evaluate communications and marketing initiatives that support organisational objectives, community outcomes and stakeholder engagement.
3. Excellent written and verbal communication skills, including the ability to prepare clear, engaging and audience-appropriate content across a range of channels and formats.
4. Demonstrated experience coordinating projects, campaigns and competing priorities, managing stakeholders, meeting deadlines and maintaining a high level of accuracy and attention to detail.
5. Demonstrated ability to provide professional communications, marketing and media advice, including identifying opportunities, managing risks and supporting informed decision-making.
6. Highly-developed digital communication skills, including experience with websites, social media, content management systems and design applications, together with knowledge of contemporary communication trends and digital engagement practices.
7. Demonstrated ability to build and maintain effective working relationships with a diverse range of internal and external stakeholders.
8. Demonstrated resilience, adaptability and sound judgement, including the ability to respond constructively in changing, complex or high-pressure environments.
9. Availability to undertake work outside normal business hours, including evenings and weekends, when required.

Desirable

11. Experience in local government, public sector communications or community engagement.
12. Experience supporting civic functions, elected members, community events or stakeholder engagement activities.
13. Experience in photography, social media management, website administration or digital content development.
14. Experience in effective management of small teams.
15. Current drivers licence.

Authority and Delegations

The officer is to perform all duties in an authorised manner and within the scope of responsibility necessary to carry out those duties, as specified by this position description and in accordance with any applicable appointment, authorisation or delegation provided by the Chief Executive Officer.

- There are no Delegations or Powers of entries that apply to this position.

Pre-Employment Requirements

Child and Youth Safety

Council is committed to the safety and wellbeing of children and youth while enabling their participation as a valued member of our community.

We have zero tolerance to child or youth abuse or harm. You are obligated to prioritise the safety of children and youth you interact with in the performance of your role and to report conduct of concern. For further information, please refer to our Safeguarding Children and Youth Policy and Code of Conduct available on our website, and the *Registration to Work with Vulnerable People Act (Tas) 2013*.

- A Registration to Work with Vulnerable People (Tas.) is not required.

National Police Check

- A current National Police Check is required for this position to assess the suitability of the preferred candidate. Appointment to the role is subject to the results of the check, and candidates whose history is deemed unsuitable will not be offered employment.