



Public Relations Officer

(min. 8 month Contract)

Cash salary range
of \$46,936 - \$50,189
per annum is payable
(dependent on skills and
experience).

**PLUS the successful
applicant will receive:**

- free gym use, parking on premises, flexible working arrangements including working hours,
- up to an additional 14% of salary towards superannuation,
- up to 10 weeks leave per annum

Enthusiastic?

Passionate? Motivated?

Do you want to build your public relations and marketing skills in a challenging community environment?

Then take this opportunity to join our dynamic Marketing & Communications Team.

For confidential enquiries please contact Roshan Weddikara on 9364 0241.

Information pack can be obtained by calling 9364 0781 or visiting our website.

**Applications close 4pm Friday
21 November 2008.**

POSITION DESCRIPTION

Public Relations Officer

PRINCIPAL OBJECTIVES

Assist in the delivery of marketing and communications strategies and projects, including the development of key projects supporting an informed and engaged community.

- 1. POSITION TITLE:** Public Relations Officer
- 2. REPORTS TO:** Communications Coordinator
- 3. LEVEL:** 4
Local Government Officers' Award
- 4. POSITIONS REPORTING:** Nil

5. PRINCIPAL RESPONSIBILITIES & DUTIES

EXPERTISE – KNOWLEDGE & EXPERIENCE:

- Tertiary qualification in journalism, public relations or similar, or studying towards a tertiary qualification with industry experience
- Sound knowledge of public relations, marketing and media principles and practices
- Knowledge of graphic design and print production practices
- Knowledge of online marketing and communication practices, including management of website content
- Knowledge of local government operations.
- Experience in researching, writing and editing writing copy for media releases, websites, advertisements and newsletters

SKILLS:

- Ability to coordinate information gathering and research for marketing and communications activities
- Ability to research and write media releases
- Excellent verbal and written communication skills
- Sound interviewing/research skills
- Ability to communicate effectively and appropriately with members of the community, and staff throughout the organisation
- Skills in using MS Office products
- General administration skills

JUDGEMENTS:

- Ability to work autonomously and as a team member when required
- Position may be required to act in higher roles in the team (Communications Officer or Marketing Officer) as required.
- Able to prioritise activities to ensure effective management of timeframes and outcomes;
- Advice and guidance is readily available