



Position Description

Media, Marketing and Communications Officer

**Applications Close:
8:00am Monday 11th August 2025**

Position Title Media and Communications Officer
Position Number CS10257
Department Corporate Services
Classification Level 5/6, Queensland Local Government Industry (Stream A) Award 2017 and Winton Shire Council Enterprise Bargain Agreement 2023 as varied (\$90,183.08 - \$100,760.92)
Terms of Employment Full time

Supporting documents

Employee Code of Conduct

Workplace Health & Safety Responsibilities

Winton Shire Council Drug and Alcohol Policy

Organisational environment

Winton Shire Council's Mission Statement is:

"Through meaningful engagement, implement a range of strategies that cater to people from all walks of life, our community needs and aim to enrich our lifestyle and preserve our heritage".

Winton Shire Council's Vision is:

"To grow our community and explore exciting, new and innovative opportunities which will retain existing and attract new people with whom we can share our unique lifestyle and rich heritage".

Winton Shire Council's Corporate Values are:

Accountability:

The ethical concept associated with responsibility, enforcement, blameworthiness, transparent process, liability, and other terms associated with being answerable for the trust that is bestowed by those whom we serve.

Effectiveness:

The idea of carrying out a program or process that is entirely adequate to accomplish the purpose that has been identified as a goal or aspiration.

Efficiency:

The concept that in the process of pursuing or effecting any program, procedures, or task where all wastage is minimised.

Sustainability:

Is the capacity to maintain a certain process or state indefinitely? When applied in an economic context, a business is sustainable if it has accepted its practices for the use of renewable resources and is accountable for the environmental impact of its activities.

Meaningful Community Engagement:

Encompasses the principle of seeking the views and opinions of the Community. This is to be through an effective committee system and public consultation process as part of Council's decision making methodology.

Good Governance:

This describes the process of decision-making and the process by which decisions are implemented (or not implemented), hereby, public institutions conduct public affairs, manage public resources, and guarantee the realisation of human rights. Good governance accomplishes this in a manner essentially free of abuse and corruption and with due regard for the rule of law.

Ethical and Legal Behaviour:

Ethical behaviour is characterised by honesty, fairness, and equity in all interpersonal relationships. Ethical behaviour respects the dignity, diversity and rights of individuals and groups of people. When coupled with legal behaviours there is an expectation that there will be a penalty for conduct that breaches any law statute or regulation.

Organisational relationships

Reports to:

Corporate Services Manager

Supervision of:

Not Applicable

Internal Liaisons

Economic Development and Waltzing Matilda Centre/Tourism Team, CEO, The Mayor and liaison with Management, Council Staff and Council Departments as required

External liaisons

Government agencies, tourism and industry organisations, business operators, media, community groups, other neighbouring Councils, and consultants. Members of the community, residents, and ratepayers.

Position objectives

The purpose and function of this position is to:

- **Lead Strategic Marketing for Experience Winton and Winton Shire Council**
Provide expert strategic advice and lead the development and implementation of a comprehensive *Experience Winton* and Winton Shire Council marketing strategy. Ensure all Council communications, branding, and messaging consistently align with and reinforce key organisational priorities and community objectives.
- **Enhance Council Reputation and Community Engagement**
Drive strategic initiatives for Winton Shire Council's public image through proactive public relations, effective communication campaigns, and consistent messaging that increases awareness and understanding of Council services and community impact.
- **Promote Events and Strategic Communications Campaigns**
Lead and support the planning and execution of internal and external communications and promotional campaigns for major events, tourism initiatives, community projects, and key Council announcements. Ensure all efforts contribute to the positive promotion of the Winton brand and community identity.
- **Oversee Publications and Editorial Content**
Strategically manage the monthly Winton Council Newsletter (print and digital) to ensure timely, engaging, and informative content that reflects Council priorities and builds community trust and transparency.
- **Digital Strategy and Platform Management**
Oversee the strategic development and day-to-day management of Winton Shire Council and *Experience Winton's* websites and social media platforms. Leverage data, insights, and trends to enhance digital engagement, reach, and audience experience.
- **Lead Content Development and Marketing Collateral**
Direct the research, planning, and production of high-quality publications and promotional materials that align with Council priorities, support tourism and economic development objectives, and reflect a cohesive visual and narrative brand.
- **Strategic Media and Stakeholder Communications**
Lead the preparation of media releases, speeches, radio content, presentations, and briefs in collaboration with the Mayor, CEO, and Councillors. Ensure messaging is timely, strategically aligned, and reinforces Council's public voice and policy positions.

Organisational commitment

Corporate

All Local Government employees are required to comply with relevant Acts and regulations, Council's policies and procedures as amended from time to time.

Confidentiality and improper use of information

All Council documents and information are treated with complete confidentiality. Information gained during employment with Local Government must not be used to gain advantage, or to cause detriment to the Local Government.

Continuous quality improvement

All employees are encouraged to embrace the concept of Continuous Quality Improvement (CQI) within the workplace. This will encourage creativity and innovation and identify and implement improved ways of doing things through this structured process.

Workplace Health and Safety

All employees have a duty under the *Workplace Health and Safety Act 2011* Section 28. Workers and any other person includes Council employees as well as contractors, sub-contractors, labour hire workers, trainees, apprentices, work experience students, volunteers and visitors. Workers and any "Other Person" who enters Council workplace must apply the WHS Duty of reasonable care.

Reasonable care

This includes:

- Taking reasonable care for his or her own health and safety
- Taking reasonable care that his or her acts or omissions do not adversely affect the health and safety of other persons
- Complying, so far as the worker is reasonably able, with any reasonable instruction that is given by an authorised officer of Council to allow the person to comply with a WHS requirement
- Cooperating with any reasonable policy or procedure of Council relating to health or safety at the workplace

Worker Responsibilities include:

1. Attending and participating in pre-start meetings as required, to identify any potential WHS issues and implementing control options to eliminate or minimise any risks before commencing work.
2. Inspecting plant and equipment before using it to ensure that it is safe for use.
3. Reporting any defective or damaged plant, tools and equipment to the Supervisor as required.
4. Taking personal responsibility for the safety of themselves and others that may be affected by work conducted by themselves as a worker of Council.
5. Complying with any Policies or Procedures and complying with any work directions and/or instructions that are provided.
6. Monitoring and assessing WHS hazards and risks while conducting any work, and reporting any issues to the relevant supervisor as required.
7. Consulting with the supervisor and WHS Safety Representative for their designated work group on any safety issues as required.
8. Monitoring the safety conduct of co-workers including Contractors and reporting any concerns immediately to the contractor or the Supervisor.

9. Stopping work and notifying the Supervisor if there is imminent risk of injury

Qualifications/Experience

Ideally the successful application will have the following experience and skills for this position:

1. Relevant formal qualifications in marketing, communications, tourism, event management or significant demonstrated experience in a professional public relations media and marketing role.
2. Experience in project coordination, achieving targets with defined timeframe and within budget.
3. Demonstrated high level experience in developing and maintaining effective working relationships between internal stakeholders, small business and industry, other levels of government and the community.
4. Demonstrated experience and the ability to manage multiple tasks effectively with a high degree of flexibility and confidentiality within a changing workplace environment.

Additional requirements and working conditions

The following requirements and working conditions will be necessary in this role:

- Hold a current working with children Blue Card.
- Have a Police clearance or be willing to undertake one.
- The Council Employee Code of Conduct applies to this position.
- Out of hours work during events (i.e., community festivals, ceremonies, and other public celebrations) and travel to trade and tourism activities will be required.
- Travel within the Shire may be required of this position (Council will supply a vehicle for business use only).

Statement of key responsibilities and duties

The following key responsibilities may be adjusted periodically to ensure alignment with Council's operational and corporate plans. The key duties of the Marketing, Media and Communications Officer include:

- **Strategic Marketing and Communications Development**
Lead the development and implementation of integrated media, marketing, tourism, and events strategies that support Council's strategic objectives, enhance community engagement, and promote key projects and initiatives.
- **Digital Communications and Social Media Management**
Plan and execute digital communication strategies, including website content, social media platforms, and online campaigns to inform, engage, and inspire the community while promoting Council's reputation and achievements.
- **Media Relations and Stakeholder Engagement**
Build and maintain productive relationships with regional and state media outlets, journalists, tourism and industry partners to promote Council initiatives, events, and Winton Shire's broader tourism profile.

- **Content Creation and Collateral Development**
Write, design, and produce a wide range of high-quality communications materials, including media releases, promotional collateral, advertising content, website copy, social media posts, newsletters, and public notices.
- **Tourism Promotion and Industry Engagement**
Actively promote Winton's tourism experiences and offerings through targeted public relations activities and ongoing engagement with the tourism, travel, and retail industries at local, regional, and state levels.
- **Event and Opportunity Development**
Identify, support, and help deliver new tourism events, conferences, and community engagement initiatives that align with Council's strategic direction and regional development goals.
- **Internal and Cross-Functional Collaboration**
Work collaboratively with Council's departments and external stakeholders to ensure consistent messaging and the successful implementation of shared goals and initiatives.
- **Project and Time Management**
Manage multiple communications and marketing projects with strong organisational skills, the ability to work independently, and a focus on meeting deadlines and achieving outcomes.
- **Professional Communication and Confidentiality**
Demonstrate high-level written and verbal communication skills, with a capacity for initiative, discretion, and sound judgment in dealing with sensitive issues and diverse stakeholder groups.
- **Technical and Creative Proficiency**
Apply knowledge across corporate communications, marketing, promotions, media liaison, and graphic design. Use a variety of software (e.g. Microsoft Word, Excel, Publisher, Canva, Adobe Creative Suite) to create professional content and materials.
- **Media Production and Graphic Design**
Prepare and format digital and print materials using relevant tools for newsletters, advertisements, social media assets, and publications.
- **Licensing and Travel**
Hold and maintain a current "C" Class Driver's Licence and be willing and able to travel throughout rural and remote areas as required.
- **General Duties**
Undertake other duties consistent with the role as directed by the CEO or Corporate Services Manager.

Key selection criteria

The applicant's suitability for this role will be assessed against the following competencies:

Selection Criteria 1 Strategic Marketing and Communications Expertise

Demonstrated experience in developing and delivering integrated marketing, media, and communication strategies that support organisational goals, enhance public image, and drive stakeholder engagement.

Selection Criteria 2 Tourism and Event Promotion Experience

Proven ability to promote tourism experiences and events through innovative campaigns and partnerships with the tourism, travel, retail, and regional development sectors.

Selection Criteria 3 High-Level Written and Content Development Skills

Superior writing, editing, and storytelling skills across formats including media releases, speeches, newsletters, web content, social media, and promotional materials, with attention to audience engagement and brand consistency.

Selection Criteria 4 Digital and Social Media Proficiency

Experience managing websites and social media platforms using content management systems (CMS), scheduling tools, and analytics to drive community engagement and measure digital performance.

Selection Criteria 5 Media and Stakeholder Engagement

Strong interpersonal skills with a demonstrated ability to build and maintain productive relationships with media, government representatives, internal teams, and external stakeholders.

Selection Criteria 6 Project and Time Management

Demonstrated ability to manage multiple projects independently, meet deadlines, and maintain quality and consistency under pressure, while contributing positively to team objectives.

Selection Criteria 7 Graphic Design and Content Production Skills

Proficiency in using design and publishing tools (e.g. Microsoft Publisher, Canva, Adobe Creative Suite) to produce engaging digital and print collateral aligned with brand and messaging standards.

Selection Criteria 8 Professionalism and Discretion

Strong judgement, initiative, and diplomacy with the ability to handle confidential and sensitive information professionally and represent Council in a respectful and credible manner.

Selection Criteria 9 Relevant Qualifications

Tertiary qualifications in marketing, communications, journalism, public relations, or a related discipline, and/or equivalent relevant experience in a similar role.

Selection Criteria 10 Licensing and Availability

Current "C" Class Driver's Licence with the ability and willingness to travel throughout rural and remote areas for events, media opportunities, or stakeholder engagement as required.

Other relevant information

- This position will be subject to a minimum probationary period of three (3) months. The applicant's employment will undergo a review at the end of the probationary period and a recommendation will be made to the Chief Executive Officer regarding permanent employment in the position.
- The selected applicant may be required to provide Winton Shire Council with a recent photograph of the person, at the time of the person's induction, for the purpose of creating a Winton Shire Council Employee Identity Card. Under (s138A) of the Queensland Local Government Act 2009 the employee has a legal obligation to hand any such identity card/s back to the employer within twenty-one days of termination of employment, unless the employee has a reasonable excuse.

In the event of organisational change or restructure, Council may require employees to undertake other roles for which they are qualified and capable of performing.

Authorisation

(This section to be completed with the successful applicant upon completion of the recruitment process)

By signing this authorisation, the successful applicant acknowledges that they have read this Position Description and understand the responsibilities associated with the position.

I,

accept the position of **Media and Communications Officer** with the Winton Shire Council and the details as outlined in the Position Description.

I have been given an opportunity to ask questions about the contents and I understand the terms and conditions outlined in this document.

Signature:

Date

Recruitment process

Candidates should lodge their applications in accordance with the directions outlined in “How to Apply for the Position” below.

How to apply for the position

We invite you to lodge a formal application which **MUST** include a:

- **Resume,**
- **Cover letter, and**
- **Response to the Selection Criteria**

Completed applications are to be forwarded to: jobs@winton.qld.gov.au

Shortlisting and interviews

The Shortlisting of all applicants will be undertaken by a Selection Panel within five (5) working days after receipt of a completed suitable application. Interviews may be conducted face to face, or via video-conferencing or tele-conferencing, depending on the location of candidates and the technology available at the time.

Further information

For further information in relation to this position please contact Winton Shire Council, on 07 4657 2666