



APPLICANT PACK

Marketing and Communications Coordinator

Narrabri Shire Council



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Roles**

People ▶ Performance ▶ Partners



NARRABRI SHIRE
DISCOVER THE POTENTIAL

CONTACT

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Narrabri Shire Council acknowledges Traditional Owners of Country throughout Australia. We recognise the continuing connection to lands, waters, and communities of people of the Gamilaraay/Gamilaroi/Gomeroi/Kamilaroi Nation, and pay respect to their Elders past, present and emerging.



The Role

Narrabri offers a relaxed lifestyle in a picturesque location with diverse job opportunities across sectors such as agriculture, mining, healthcare and education. The town has excellent amenities, schools and healthcare facilities, making it ideal for families. With a strong sense of community and welcoming locals, living and working in Narrabri provides a high quality of life and opportunities to make a positive impact.

Position Overview

Narrabri Shire Council is seeking an experienced and proactive Marketing and Communications Coordinator. This role is pivotal to promoting the Council's public image, publicising activities and enhancing community understanding of its services and achievements. Responsibilities include developing and implementing a Communication Strategy, managing media relations, creating content for publications, overseeing online presence and social media channels, and improving internal communications.



Key Responsibilities

Local Government and Strategic Planning

Apply knowledge of local government operations and strategic planning to align communications and marketing efforts with Narrabri Shire Council's goals, values and vision.

Leadership

Lead and mentor a team, fostering a supportive, collaborative and high-performance working environment and provide development and mentoring opportunities where required.

Marketing

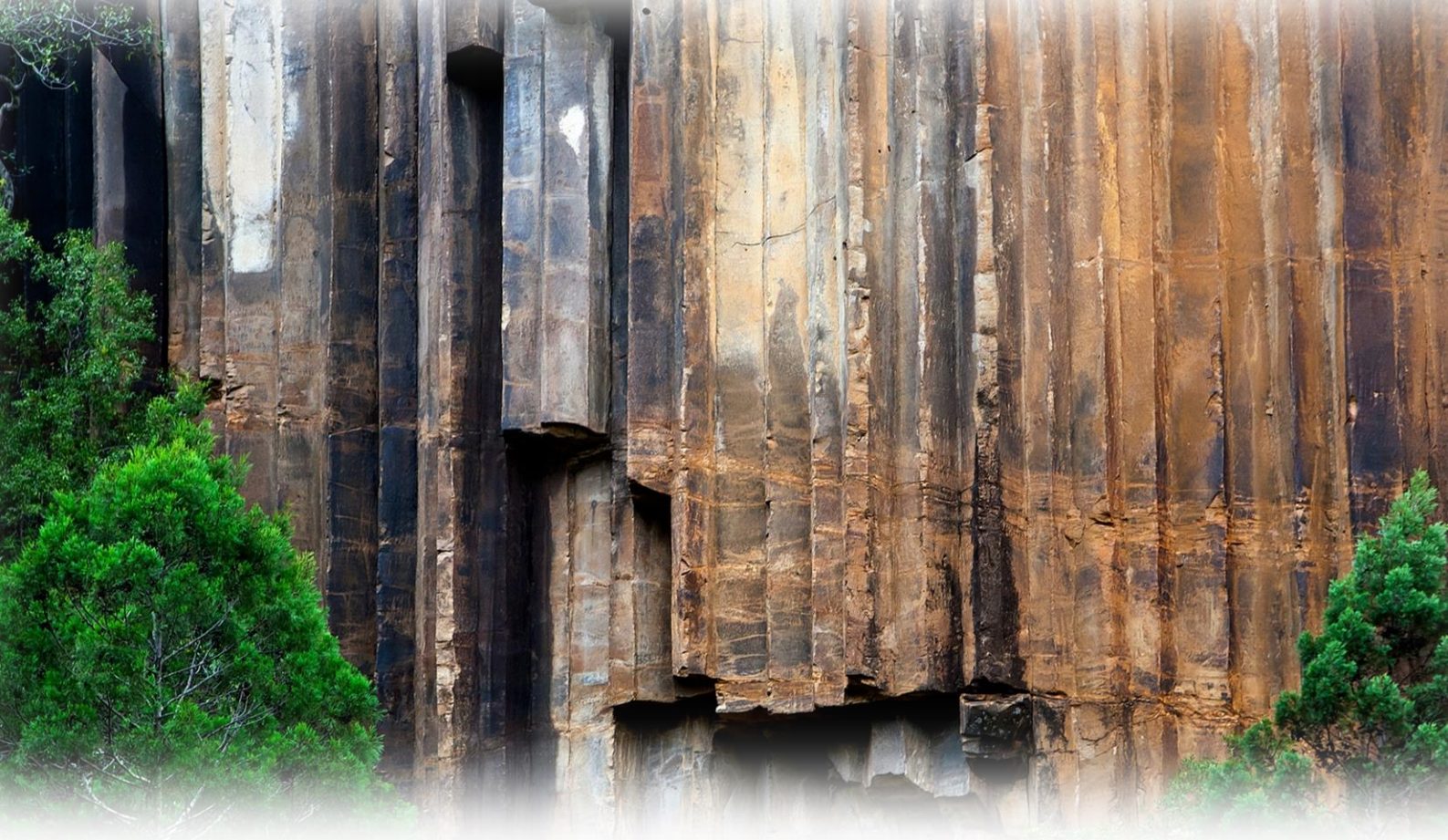
Develop and execute effective marketing campaigns that are appealing to the local community and promote Council initiatives and services, consistent with presenting a positive public image.

Editing and Content Creation

Produce, edit, and proofread engaging content for various publications for both internal and external communication such as newsletters, promotional materials, social media posts, and media releases.

Key Projects

The Marketing and Communications Coordinator will promote key projects that benefit the community, including large-scale initiatives and tourism events. This position involves actively engaging with community events, creating impactful communications that highlight the benefits of these projects and ensuring that the Council's contributions to local development and tourism are effectively publicised.



Opportunities

The role offers significant opportunities for professional growth, especially in a marketing environment that is new to the Council. This Marketing and Communications Coordinator will also have the opportunity to have substantial input into shaping and implementing innovative marketing strategies and visual media, contributing to the Council's development.

Challenges

A challenge presented by the position is the need for balancing priorities, which can be demanding as the role involves coordinating across different departments with guidance from the Director, GM and Mayor. Additionally, being on call for emergency and disaster events adds a layer of responsibility. However, these challenges also present opportunities for process improvement, learning and development and strategic marketing development, helping to build a more effective and visually engaging communication strategy for the Council.



Stakeholder Engagement

Internal Engagement

The Marketing and Communications Coordinator will engage broadly across the Council, working closely with the leadership team, including directors from various departments, the Mayor and Elected Members. The successful incumbent will provide effective internal communication ensuring alignment of messaging and strategies with the Council's organisational goals and values.

External Engagement

The role involves interacting with a diverse range of external stakeholders, including the community, media and various community groups such as First Nations/Aboriginal community organisations. The Coordinator must navigate a vibrant and socially active community, managing relationships with community services organisations and stakeholders while promoting and participating in numerous local events.

The Team

The Tourism and Cultural Services team is known for its fun, warm and welcoming atmosphere, where everyone enjoys their work and feels supported. It's a great team with a strong culture, comprising highly capable individuals. While some team members occasionally seek some support and guidance, they are all very capable and contribute positively to the team's success.

The Culture

Narrabri Shire Council has undergone a successful culture improvement program, demonstrated by a decline in industrial relations issues and a noticeable boost in morale among staff. This positive shift reflects a workplace culture that fosters collaboration, support and a shared commitment to achieving organisational goals, creating an environment where employees feel valued and motivated to excel.



Qualifications, Skills & Attributes

- Tertiary qualification and/or 5 years working history in communications, marketing, or similar.
- High-level written and verbal communication capability, with meticulous attention to detail.
- Demonstrated relationship management capability, including engaging with all levels of stakeholders.
- Excellent leadership skills with a proven track record of working in line with corporate values.



Salary Package Information

The Narrabri Shire Council employee benefits include:

- Base salary: \$107,185 per annum
- 11.5% super
- Relocation assistance in line with Council policy
- Flexi time available.
- Employee Assistance Program (EAP).
- Work/Life balance.
- Training and career development.
- Staff wellness program.



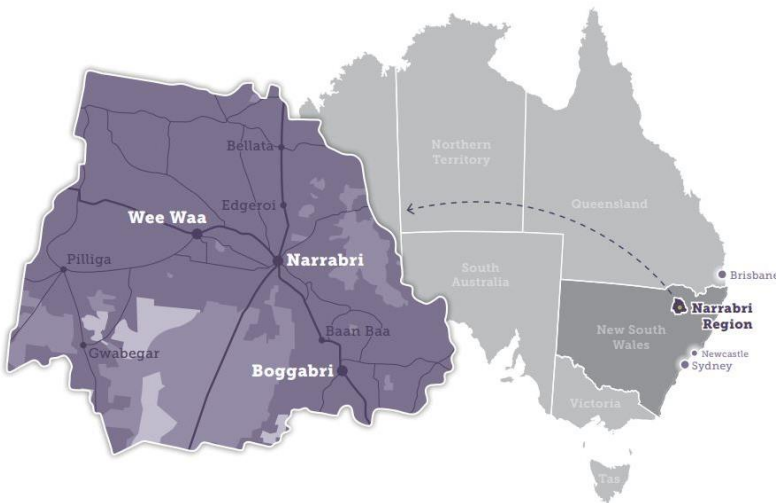
About Council

Narrabri Shire Council was awarded the 2018 AR Bluett Memorial Award in recognition of being the most progressive Council in the State. The AR Bluett Memorial Award is “the greatest accolade a council can achieve” and “the pinnacle of local government achievement”

Narrabri Shire Council has a staff level in excess of 180 and looks after a population of 14,000 across 13,000 square kilometres.

Narrabri Shire Council's mission is to be a strong and vibrant regional growth centre providing a quality living environment for the entire Shire community.

The Narrabri Shire community is represented by their Mayor and eight councillors. The council was elected in December 2021 for the next council term until September 2024.



Links to Council Information



Organisational Structures





Living in the Region



Housing

There is a wide range of real estate available to live in or invest. Housing options range from heritage style cottages to larger more modern homes and townhouses. Rural living can be experienced in the smaller villages of Bellata, Edgeroi, Baan Baa, Gwabegar and Pilliga.



Educational Facilities

Within Narrabri Shire there is a cohesive group of 14 public and private primary schools offering great teaching and learning opportunities. There is an excellent array of childcare and children's services available for the youngest members of the community including playgroups.



Healthcare

Hospitals are located in the three largest towns of Narrabri, Boggabri and Wee Waa. The Shire offers a wide range of private and public allied and community health services including Physiotherapy, and Chiropractic, Occupational Health, Counselling, Aboriginal Care and other health services.



Living in the Region



Shopping & Dining

You will find the conveniences of city living within Narrabri Shire. There are modern cafés and restaurants as well as a state-of-the-art theatre complex bringing the latest movies and live performances to the community.



Sports & Recreation

The Shire has many natural wonders to explore including Mt Kaputar National Park, Waa Gorge, Rocky Creek Glacial Area, Yarrie Lake, Dripping Rock and in the south of the Shire the Pilliga Forest, the largest remnant temperate forest in eastern Australia. The Narrabri Shire boasts a large selection of sporting clubs and groups that help to build stronger, healthier, happier and safer communities.



Getting Around

The Narrabri Shire is conveniently located halfway between Brisbane and Sydney. It is two and a half hours from the Queensland border and is well serviced by road, rail and air. The Narrabri Airport has direct flights to Brisbane and Sydney.

Discover your potential with Narrabri Shire Council



Recruitment Process



How To Apply?

Please submit your application via the Leading Roles website.

Please upload:

- Your CV
- A covering letter addressing the criteria below



Selection Criteria

- Demonstrated ability to lead and mentor diverse team, while fostering a collaborative and high-performance working environment that is strongly aligned with Council's corporate values.
- Demonstrated experience in developing and executing marketing campaigns and communication strategies that effectively promote organisational initiatives and services.
- Proven ability to engage with a wide range of internal and external stakeholders, including community groups, media, and local government officials, to build and maintain positive relationships.
- Demonstrated capability in applying strategic thinking to align marketing and communication efforts with organisational goals and community needs.
- Tertiary qualification in communications, marketing, or similar related discipline and/or a minimum of 5 years working experience in a similar role at a similar level.



Applications Open

- Week Commencing
Monday 29 July 2024



Applications Close

- 5pm Thursday 22 August 2024



Initial Assessment

- Week Commencing 26 August 2024



Council Interviews

- Week Commencing 2 September 2024
(TBC)

*Note these timeframes are indicative only and may change subject to the outcomes of the recruitment process, council staff and candidate availability.

Application for Assessment, Shortlisting and Interviews

Leading Roles and the council will determine a shortlist of suitable candidates, and will arrange interviews with council's interview panel, depending on candidate and council staff availability.

The council may require their preferred candidates to undergo psychometric assessment to assist in understanding the candidate's fit for the role and organisation, working preferences and attributes. Following selection of a preferred candidate the council may require a number of further checks including reference checks and criminal history checks.

You must be an Australian Citizen or hold the appropriate visa to work in Australia to apply for this role. Leading Roles will undertake checks to confirm your right to work in Australia at offer stage.

Privacy Information

Leading Roles is collecting your personal information in accordance with the Information Privacy Act for the purpose of assessing your skills and experience against the position requirements. The information you provide in your application will only be used by employees of Leading Roles. Your information will be provided to authorised Council Officers, including People and Values and the relevant selection panel members. But it will not be given to any other person or agency unless you have given us permission, or we are required by law.



Angie Simmonds

Principal Talent Consultant



Angie's experience is primarily as an internal recruiter, working in both the blue and white collar spaces. Initially studying law, Angie realised that while people engagement was important in her career path, she wanted to influence people's lives in a different way. In 2015, Angie found herself in a Recruitment role and that's when she found her passion.

She loves that recruitment can be challenging, but also that you get to engage with all different types of people and personalities and ultimately change lives. Angie enjoys relationship building, learning and delivering high quality outcomes for candidates and clients.

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ATTACHMENT

Position Description

POSITION DESCRIPTION

MARKETING AND COMMUNICATIONS COORDINATOR

Position Description:

Directorate:	Tourism and Cultural Services
Reports to:	Marketing and Communications Coordinator
Position Number:	
Classification:	Grade 5 in Council's salary system
Location:	Narrabri Shire
Award:	Local Government (State) Award

This document describes the key responsibilities of the position and is not designed to be prescriptive. The staff member can expect to undertake other duties in addition to those described in this document. All staff are expected to demonstrate behaviours that align with Narrabri Shire Council core values, Code of Conduct and Equal Employment Opportunity Principles.

Position Objective

The Marketing and Communications Coordinator is responsible for the delivery of exceptional internal and external communications and marketing support.

This position is required to:

- promote and improve Narrabri Shire Council's public image, publicise activities and enhance community understanding of Council's role, services and achievements through effective communications and public relations materials and methods.
- Provide accurate and timely writing and editing services for public documents including but not limited to Mayoral columns, community newsletters, brochures and posters, advertisements, fact sheets, website content and media releases and speeches as required.
- Contribute to communications and public relations activities and improved customer service and organisational effectiveness.

Key Responsibilities

Communication Strategy

- To facilitate the development and implementation of the Council's Communication Strategy with ongoing promotion and review.

External Communication

- Provide a comprehensive media relations service, including the coordination of proactive and reactive media activities.
- Receive and respond to all Council media enquiries, researching relevant information and providing responses in a timely manner.
- Establish and manage effective networks with local, regional and national media organisations.
- Research, write and distribute Council's media releases in a timely and efficient manner.
- Monitor public opinion in relation to Council's services and provide advice on communication issues in order to improve Council's brand and interaction with the public and other stakeholders.
- Through a broad range of communication channels, generate positive coverage of Council.
- Create, implement and oversee programs that effectively portray and promote Council and its services.

Publications and Writing

- Deliver creative and engaging content in Council publications and promotional materials inclusive of writing, editing, proof reading, design, photography and printing.
- Produce key corporate communications materials inclusive but not limited to newsletters, promotional materials, newspaper articles, weekly Your Council and quarterly Council in Focus.
- Preparation of speeches and briefing papers for use by Mayor, Councilors and the General Manager.
- Manage the approvals process for all Council advertising to maximise communication and minimise cost.
- Organise and oversee Council's photo library.

Social Media Communication

- Manage Council's on-line presence inclusive of updates and re-design to ensure that the organisation's website provides an effective and user-friendly communication channel.
- Proactively update and maintain Council's corporate social media channels by delivering accurate and engaging content and responding to queries in a timely manner.
- Support departments to enhance community consultation through the effective utilisation of online tools.
- Analyse metrics and provide feedback to internal stakeholders on site performance and make recommendations for improvements.
- Maintain and update Council's Social Media Policy.

Internal Communication

- Improve internal communications to ensure that Council's achievements are disseminated across the organisation in an effective, informative and timely manner.
- Act as a consultant and facilitator to staff, assisting them to increase their effectiveness and professional presentation of Council's messages to the community.

General

- Observe and actively demonstrate commitment to the adopted Corporate Values.
- Enforce and adhere to any and all legislative and statutory requirements, including appropriate standards, guidelines and equivalent documents.
- Enforce and adhere to any and all adopted Council Policies/protocols and procedures.
- Provide and maintain a working environment that is safe and without risk to health and safety in accordance with Council's Work Health and Safety Policy and Procedures.
- Carry out all tasks with an aim of minimising errors, waste and inefficiency.
- Employees may be required to participate in the on-call roster, weekend work and reasonable overtime when required.
- Employees may be required to undertake duties within the limits of their skill, competence and training, consistent with the applicable band and level within the Award, in any area of Council.
- Participate, as required and directed, in Council's response to disaster and emergency situations.
- This position, from time to time, will be required to undertake additional duties as directed by their Supervisor or General Manager.

Reporting Relationships:

Direct Reports	3
Indirect Reports	Nil

Compliance Training and Licence Requirements:

This position needs to be able to attain and uphold the following licences/accreditations:

- Current NSW Class C Driver Licence

Authority and Delegations:

Authority and delegations applicable to this position are laid out in Council Policies and Delegations Register, which are updated from time to time. Refer to these controlled documents for accurate and specific information.

Position Objective:

Essential

- Tertiary qualifications and/or 5 years' experience in communications, marketing or similar.
- Demonstrated experience in coordinating a team within the Communications sector.
- Demonstrated experience in the development, implementation and delivery of strategies.
- Demonstrated experience in writing effective articles to be broadcast over multiple mediums, written for a wide range of audiences.
- Strong written and verbal communication skills inclusive of writing, editing, proofreading and presentation.
- Demonstrated experience in website management as-well as managing web and social media content that leads to informative client and community engagement.
- Demonstrated proficiency within the Microsoft Office suite of products and practical ability with desktop publishing software, inclusive of Adobe InDesign.
- Demonstrated effective high level communication skills including being able to write in a number of different styles.
- Excellent people skills and proven ability to liaise with internal and external stakeholders.
- Demonstrated ability to manage conflicting deadlines, handle sensitive and confidential information and make judgement-based decisions within an organisation's policies and procedures.

Desirable

- Local Government experience, with experience in NSW being preferred.
- Experience in working within a local government environment and interacting with elected members and senior staff.
- Understanding issues affecting Narrabri Shire.

Document Review Date

August 2023

Authorisation:

Manger People and Values:

Director:

General Manager:

Employee:

Name

Signature

Date (dd/mm/yyyy)