

WHITEHORSE CITY COUNCIL

Position description

Job title: Content and Publications Officer	
Classification: Band 5	Effective Date: 8 July 2024
Reports to: Coordinator Strategic Communications	Tenure: Fixed term until 31 August 2024. Part time 0.8

About Us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and provide an excellent customer experience. We are a resilient organisation where everyone belongs.



CREATe - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

Collaboration

We work flexibly together to achieve outcomes and solve problems.

Respect

We actively listen, value diversity and care.

Excellence

We adapt, respond, learn and grow.

Accountability

We take responsibility and follow through on our promises.

Trust

We act with integrity and are empowered to make decisions.

City of Whitehorse is a culturally and linguistically diverse community. We are proud of the diversity of our workforce and recognise the strength this provides in meeting the needs of our community. We are committed to upholding a safe, inclusive and respectful workplace that values the contribution of all.



WHITEHORSE CITY COUNCIL

Position description

Whitehorse City Council is committed to being a child safe organisation. We recognise our responsibilities to keep children and young people safe from harm and have established policies, procedures and training to achieve these commitments.

Goal Statement

To coordinate the production of high quality editions of the Whitehorse News, taking account of the current editorial and design templates, internal approval processes and the production schedule. To contribute to other 'good news stories' via interviews, sourcing information and writing for various channels.

All roles within the Strategic Communications and Marketing Department have a responsibility to contribute to continuous improvement and innovation, to reflect the rapid changes in technology affecting our profession. All roles are expected to consider how to mature our use of data and analytics, and consider how to improve our reach to people of diverse ages, language and cultural backgrounds, and access to technology.

Key Responsibilities

Position Specific Responsibilities

- Support the delivery of the monthly 16 page Whitehorse News including:
 - Identifying photographic opportunities, coordinating photo shoots, photographers and consent.
 - Liaising with graphic designers, printers and distributors to oversee the production of the newspaper.
 - Managing the approval process ensuring delivery timelines are met.
 - Subediting, writing headlines and captions, making changes directly into the InDesign file on occasion.
 - Interviewing, content writing, and coordinating for Councillors' voices to be regularly heard.
 - Undertaking other tasks and activities as required to ensure that a quality publication is achieved and delivered to the Whitehorse community.
- Write other communications pieces such as speeches, on hold messages, statutory advertisements, media releases, responses to media enquiries and reports, as required.
- Contribute to sourcing good news stories and story leads.

Corporate Responsibilities

- Adhere to all Corporate Policies, Procedures and the Overarching Principles in the current Whitehorse City Council Collective Agreement.
- Understand and adhere to the Risk Management Policy (as it relates

to the employees work area) and related procedures that are designed to minimise injury and/or loss to individuals, assets and equipment.

- Report any matters that may impact on the safety of Council employees or citizens, assets and equipment.

Accountability and Extent of Authority

Budget: Nil

Staff responsibility: Nil

Judgement and Decision Making

- Writing (including Whitehorse News) is usually subject to one or more levels of approval. Coordination and cooperation is important across the Strategic Marketing and Communications department, and in supporting other colleagues and Councillors who submit content for Whitehorse News.

Qualifications and Experience

- Tertiary qualification and/or significant professional experience in Journalism, Communications, Copywriting or related field.
- Experience in contributing to the delivery of a printed publication and understanding of a public sector approvals process
- Demonstrated skills in writing and editing
- Demonstrated ability to work flexibly, effectively and cooperatively as part of a team in a demanding work environment, including working from home
- High level of organisational and coordination skills and attention to detail

Technical skills

- Efficient writing to a high standard, with an emphasis on contemporary plain English skills

Any of the following technical skills would be highly regarded:

- Chinese, Vietnamese, Greek or Italian language skills (reading, writing and/or speaking)

- InDesign for print publication (within a template)
- Experience in selecting and editing photographs for print highly regarded
- Graphic design skills or ability to create diagrams
- Experience in digital-first news publications

Interpersonal Skills

- The ability to build and maintain effective relationships including demonstrated experience and skills in liaison and problem solving with staff at all levels
- Strong customer service ethic and focus on service delivery
- A commitment to making a positive contribution to team morale and productivity

Key Relationships:

- Liaise with staff at all levels within the organisation and is required to maintain collegial and collaborative relationships.

Application Requirements

- Satisfactory National (and International as applicable) Criminal History Check.
- Working with Children Check.
- A valid Victorian driver's licence is desirable.

Key Selection Criteria

- Tertiary qualification that is relevant to the successful delivery of a printed publication
- Experience in contributing to the delivery of a printed publication and understanding of public sector approvals processes
- Demonstrated skills in writing and editing
- Excellent organisation and coordination skills
- Display a positive and professional attitude

Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Kneeling/Squatting Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.			
Hand/Arm Movement Tasks involve use of hand/arms			
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.			
Standing Tasks involve standing in an upright position			
Reaching Tasks involve reaching above head, and above and equal to shoulder height			
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects			
Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another			

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	<i>Comments</i>
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body			
Keyboard Duties Tasks involve sitting at workstation and using computer.			
Satisfactory Vision Standard of vision required equal to that required for driver's licence			

Any other relevant comments: