

Public Relations Officer

No. K008



Application Package

Closing date: 4.00pm 3 February 2025

Index

Advertisement	3
Shire Profile	4
Council Information	5
Position Description	6
Remuneration Details	9
Selection Criteria	10
Information for Applicants	11



ADVERTISEMENT

Public Relations Officer

We are seeking to appoint an organised and enthusiastic individual who enjoys working with the community, an excellent communicator, good with people and experience in public relations, journalism and/or marketing.

The successful candidate will have experience with social media in a professional environment, pay keen attention to detail with the ability to create content for a range of media platforms.

We are willing to offer flexible working hours up to 16 hours per week for the right person.

Situated in the heart of the Great Southern Region, Katanning offers the perfect mix of picturesque country location with conveniences of city living. Excellent schools, hospital, doctors, dentist, shopping, community and sporting facilities are available in town.

To request an application package or to discuss this role further please contact Moh Aeson on (08) 98219 999 or email moh.aeson@katanning.wa.gov.au.

To be considered for this position applicants must address the Selection Criteria as detailed in the Application Package.

Applications addressed to the undersigned should be sent to moh.aeson@katanning.wa.gov.au or mailed to PO Box 130 Katanning, WA 6317 by 4.00pm 3 February 2025.

The Shire of Katanning is an Equal Opportunity Employer and is committed to creating an equitable and diverse workplace.

We are actively encouraging people with disability, people from culturally diverse backgrounds and Aboriginal and Torres Strait Islanders to apply for available positions.

Peter Klein

CHIEF EXECUTIVE OFFICER

SHIRE PROFILE

Katanning is located 283kms south of Perth in the Great Southern Region of Western Australia. The Shire of Katanning has 7 elected members and employs approximately 65 staff. Emphasis is placed on working together and recognising that every individual, regardless of the type of work they do, makes a valuable contribution to building a better community for Katanning.

The Shire of Katanning is undertaking several transformational projects including the development of a new welcome precinct and visitor facilities, man-made lake and residential land development.

Significant industries include the sheep saleyards, CBH grain handling facilities, export abattoir, major transport operators and agribusinesses.

The town has a range of key facilities including supermarkets, cafes, retailers, regional hospital, childcare, primary schools, senior high school and TAFE.

Katanning is a true multicultural community, featuring over 40 language groups. Katanning is a harmonious community, embracing different cultural and religious backgrounds. One of the highlights of the year is the Katanning Harmony Festival where everyone comes together to learn about the various cultures in town – food, entertainment, personal stories and shared experiences.



COUNCIL INFORMATION

COUNCIL

Shire President: Cr Kristy D'Aprile
Deputy Shire President: Cr Liz Guidera

Councillors:
Cr John Goodheart
Cr Matthew Collis
Cr Michelle Salter
Cr Ian Hanna
Cr Paul Totino

Office: 52 Austral Tce
KATANNING WA 6317
Postal: PO Box 130
KATANNING WA 6317

Email: admin@katanning.wa.gov.au
Website: www.katanning.wa.gov.au

Telephone: (08) 9821 9999

COUNCIL STATISTICS

Population: 4,500
Area: 1,518 km sq.
Distance from Perth: 283km
Length of Roads: 255km sealed, 528km unsealed

Local Industries: Agribusiness, sheep saleyards, grain handling facilities, export abattoir, major transport operators.

Suburb & Localities: Badgebup, Carrolup, Cobline, Coyrecup and Ewlyamartup, Katanning

Council meets on the fourth Wednesday of each month.

POSITION DESCRIPTION

1. Position Identification

Title:	Public Relations Officer
Position Number:	K008
Classification:	Local Government Industry Award 2020
Base Level:	Level 4 - 6
Employment Basis:	Part time
Department	Office of the CEO

2. Position Objectives

The Public Relations Officer will serve as a key communication link between the Council, the community, and the media, fostering an informed, engaged, and connected community. The role will:

- Keep the Council and community informed on initiatives, achievements, and strategic priorities of the Council.
- Ensure public discourse is guided by accurate and factual information.
- Establish and maintain a positive and dynamic presence for the Shire on social media platforms.
- Manage all public relations and media activities to effectively promote the Shire's programs, projects, and policies.
- Coordinate community engagement activities, fostering positive and constructive relationships with the community.
- Oversee the development and management of the Shire's publications, social media content, and website, ensuring accuracy, consistency, and relevance.
- Maintain and manage the flow of information between the Council and the community, ensuring transparency and accessibility.

This role is pivotal in shaping the Shire's public image, promoting trust, and enhancing community connection and participation.

3. Key Responsibilities & Duties

3.1. Policy and Procedure:

- Develop, manage, and review PR, Media, and Social Media policies and procedures.
- Implement and oversee the Shire's branding style guide.
- Manage and apply community consultation and engagement policies and procedures.

3.2. Electronic and News Media:

- Manage the Shire's website and intranet, ensuring timely updates and user-friendliness.
- Establish and sustain a dynamic and engaging social media presence.
- Effectively communicate the Council's achievements and activities through various channels.
- Oversee the creation and dissemination of engaging content across social media, publications, and other communication platforms.
- Monitor and maintain the Shire's social media accounts, ensuring appropriateness, accuracy, and relevance.
- Ensure Shire publications are accessible, appropriately formatted, accurate, and current on the website and other electronic forms.
- Support internal departments in developing and implementing marketing activities and campaigns.

3.3. Community Relations

- To manage community engagement policy and processes as appropriate.
- To manage /coordinate/ support community events as appropriate in collaboration with relevant staff or external bodies.
- To support tourism initiatives and relationships.

3.4. Records Management

- To ensure PR, media and community information and records are managed according to the WA State Records Act 2000 and other relevant legislation in consultation with the Senior Admin/ Records Officer.

4. Behaviour and Conduct:

- Perform duties efficiently, responsibly and ethically and in accordance with the Shire's Code of Conduct.
- Contribute positively to the team and support team efforts.
- Ensure that you maintain and enhance the reputation of Shire of Katanning at all times.

5. Occupational Health and Safety and Risk Management Responsibilities

- Perform work in a safe and healthy manner and abide by the Shire's and legislative safe work procedures, instructions and safety management practices.
- Correct or report unsafe situations, workplace incidents, accidents or damage and use safety equipment and devices as specified.
- Participate in activities associated with the management of workplace health and safety.
- Use appropriate personal protective equipment as directed.
- Comply with the Shire's Risk Management Policy Procedures.
- Must comply with the Council Work Injury Management Programme.

6. Organisational Relationships

6.1. Responsible to

- Chief Executive Officer

7. Internal and External Liaison

7.1. Internal

- Chief Executive Officer

- Other Executive Managers
- Community Development and rec services staff
- All Shire employees and volunteers
- Council as appropriate

7.2. External

- Ratepayers, Community groups and general public
- Other Local Governments and regional bodies
- Government agencies

8. Level of Authority

- To manage the PR systems and processes of the Shire.
- Works under limited supervision for the scope of the responsibilities of this role.

9. Selection Criteria

- Highly developed interpersonal and verbal communication skills, face to face, via the telephone and email.
- Advanced written communication skills in a publications context.
- Well-developed computer skills using Microsoft Office suite of programs, and basic desktop publishing skills.
- Basic events management knowledge.
- Ability to work autonomously as well as part of a team.
- Sound time management skills and ability to multi – tasks.
- Ability to liaise with a wide range of people from diverse social and cultural backgrounds.
- Previous experience in Local Government systems and processes.
- Previous public relations, media management and community relations experience.

10. References

- The details of two referees will be requested during the application process.



REMUNERATION DETAILS

EMPLOYMENT CONDITIONS

Location	The position is based at the Shire of Katanning Administration & Civic Centre
Industrial agreement	Local Government Industry Award 2020, Level 4-6
Salary	Up to \$36.00 per hour depending on qualifications and experience
Hours of work	Up to 16 hours per week
Superannuation	Superannuation of up to 14.5% based on 11.5% superannuation guarantee contributions and up to an additional 3% contingent upon the employee contributing 3%. Salary Sacrifice is available on the employee's contributions.
Annual leave	4 weeks leave paid annually.
Personal/carer's leave (recognised as sick leave)	Paid personal leave is available to employees for illness or injury. Caring for immediate family or household members who are ill and require care.
Compassionate Leave	2 days paid leave per occasion for: Spending time with a member if an immediate family or household who has a serious illness or injury. Death of a member of immediate family.
Long Service Leave	Thirteen (13) weeks after ten (10) years of continuous Local Government service, transferable between Local Authorities in Western Australia.
Clothing allowance	\$360.00 per financial year.
Probationary Period	A three (3) month probationary period is applicable to this position. At the successful completion of this period, your permanency will be confirmed by the Chief Executive Officer.
Pre-Employment Medical	All new staff are required to complete a pre-employment medical prior to commencement. Full documentation for the requirements of the position will be given to the Medical Practitioner prior to examination and costs will be paid for by the Shire of Katanning. Existing medical conditions will not preclude an appointment.
Police Clearance	The successful applicant will be required to provide a National Police Clearance.
Closing date	4.00pm 3 February 2025, In the interest of fairness and equity, late applications will not be accepted.



SELECTION CRITERIA

Community Relations Officer

- Highly developed interpersonal and verbal communication skills, face to face, via the telephone and email.
- Advanced written communication skills in a publications context.
- Well-developed computer skills using Microsoft Office suite of programs, and basic desktop publishing skills.
- Basic events management knowledge.
- Ability to work autonomously as well as part of a team.
- Sound time management skills and ability to multi – tasks.
- Ability to liaise with a wide range of people from diverse social and cultural backgrounds.
- Previous experience in Local Government systems and processes.
- Previous public relations, media management and community relations experience.

***To be considered for this position applicants must address the Selection Criteria.**



INFORMATION FOR APPLICANTS

Applicants who meet the essential criteria and who from their application appear to be competitive will be short listed for an interview. This decision will be based on the information that is relevant to the position that you provide in your application. Your application should include the following information:

Covering letter:

A covering letter introducing yourself and explaining why you are applying for this position.

Selection Criteria Responses:

This is the most important part of your application. To be eligible for consideration, a person must meet all the essential selection criteria as part of the shortlisting process.

This should include demonstrated capabilities by providing evidence of how you meet the selection criteria; provide specific details; and where possible, include an indicator of success or a result.

An easy way to do this is to use the STAR model - that is:

Situation: provide a brief outline of situation /setting

Task: outline what you did

Approach: outline how you did it

Result: describe what the outcomes were

Resume (curriculum Vitae) which includes:

- Personal details – name, address and telephone number.
- Your education and training achievements.
- Your work history including employment dates and details of the duties, performance and achievements.
- Any activities you have undertaken outside of work, which you consider are relevant to the position.

Other Documents (optional):

It is recommended that only copies of supporting documents be enclosed with your application to avoid loss or damage to originals. Nonetheless, the Shire will require the provision of evidence of all claimed qualifications prior to commencing employment.

Referees:

Referees should be contacted for approval prior to being listed in your curriculum vitae/resume as they may be contacted. It is desirable that one referee be your current or a recent supervisor/manager.

Provide names, work addresses and current contact telephone numbers for each referee.

Only referees that are able to comment on your work experience (preferably against the selection criteria) should be included.

Contact Details:

Please provide a convenient telephone number and/or email address so that you can be contacted if you are invited for an interview, or if there are any queries regarding your application.

Lodging your Applications:

The closing date is **4.00pm 3 February 2025**.

Email: moh.aeson@katanning.wa.gov.au

By Hand: Shire of Katanning Administration and Civic Centre, 52 Austral Terrace, KATANNING

Attention: Peter Klein, CEO

Post: PO Box 130, KATANNING WA 6317

In fairness to all applicants, late applications cannot be received unless permission has been sought prior to