

POSITION DESCRIPTION



Date: 10 August 2026

1. Position Identification

Title:	Communications and Marketing Professional			
Position Number:	PE.RE.137	Level:	6/7/8	Agreement: Shire of Exmouth Industrial Agreement 2025
Department:	Executive Services Organisational Development			
Section:	Communications			
Location:	Exmouth, Western Australia			

2. Reporting Relationships

Reports to:	Coordinator Communications
Direct Reports:	Nil

3. Value Statement

Embrace and promote the values of integrity, accountability, respect and innovation.

- **Integrity**
We act with care and diligence - making decisions that are honest, impartial, timely and based on all relevant information.
- **Accountability**
We use Shire resources in a responsible and accountable manner that ensures the efficient, effective and appropriate use of resources and information.
- **Respect**
We treat people with dignity, fairness and recognise their interests and rights.
- **Innovation**
We strive for continuous improvement, embrace change and challenge the status quo.

4. Role Purpose

Develop, coordinate, and deliver high-quality, engaging, and accurate communications, marketing, and community engagement activities that align with the Shire of Exmouth's strategic objectives, build its public profile, protect its reputation, and foster community trust.

Reporting to the Coordinator Communications, the role drives effective content creation, graphic design, social media management, and campaign delivery across digital, media, and print channels, while ensuring strict consistency with the Shire's brand identity.

By supporting positive, professional, and transparent communication across internal and external stakeholders—including community members, local media, partner agencies, and government departments—the position actively promotes Shire services, projects, initiatives, and events.

Through modern marketing practices and effective media management, this role plays a pivotal part in strengthening community awareness, deepening engagement, and advancing the organisation's broader strategic communications objectives.

5. Level Classification

This position is being recruited across Level 6 to Level 8. The successful applicant will be appointed at a classification level that reflects their demonstrated skills, qualifications, experience, capability and ability to perform the responsibilities of the role.

The position title and responsibilities will align with the appointed classification:

Classification	Position Title	Role Focus	Typical Capability and Experience
Level 6	Communications and Marketing Officer	Provides day-to-day communications, marketing, graphic design and content creation support across digital, social and print channels, applying developed technical and creative skills to produce accurate, brand-consistent material.	Demonstrates developed technical and creative capability in content creation, graphic design and digital/social media production, exercising judgement to vary work priorities and approaches within established Shire branding and communications guidelines. Able to represent the Shire in day-to-day dealings with the public, media and stakeholders. Typically holds a diploma or advanced diploma in a relevant discipline, or equivalent knowledge and skills gained through experience and in-house training.
Level 7	Senior Communications and Marketing Officer	Independently delivers a broad range of communications, marketing and digital content projects, providing specialist input on content strategy, media and brand consistency, and coordinating more complex content and campaign assignments in consultation with the Coordinator Communications.	Demonstrates specialist communications and marketing capability, providing content, design and digital media services for assignments involving elements of complexity, generally in consultation with the Coordinator Communications and other specialist staff. Uses persuasive communication skills to resolve content and messaging issues and reconcile differing stakeholder views and may manage minor projects involving other staff or contractors. Typically holds a relevant degree with limited experience, or a diploma with considerable relevant experience.
Level 8	Communications and Marketing Specialist	Leads complex communications, marketing, content and digital media projects, providing specialist advice on brand, content strategy, media management and campaign delivery, and exercising a high degree of autonomy across multiple communication channels.	Demonstrates extensive communications, marketing and content management capability, interpreting strategic direction and developing procedures, campaigns and content approaches from precedent and communications theory. Exercises a high degree of independent judgement in analysing data, media trends and community sentiment to inform decisions, and may lead complex content, campaign or digital projects involving other staff, designers or contractors. Typically holds relevant professional qualifications supplemented by considerable practical experience and additional skills training.

6. Key Objectives

Content, Design and Digital Communications

Produce high-quality graphic design, photography, videography and written content that engages target audiences and reflects the Shire's brand identity across print, digital and social channels.

Content and Media Management

Manage the Shire's website, media and social media channels, ensuring content is accurate, timely, engaging and aligned with organisational priorities and messaging.

Brand and Communications Consistency

Ensure all communications and marketing materials are consistent with the Shire's visual identity, tone of voice, and communications policies and guidelines.

Community Engagement and Event Communications

Support community engagement, events and campaigns through targeted content, promotional material and on-the-ground digital and social media coverage.

Capability, Compliance and Continuous Improvement

Contribute to the ongoing development of communications systems, content standards and team capability, and support compliance with relevant legislation, policy and information management requirements.

7. Key Responsibilities

Communications and Marketing

- Develop, implement and evaluate marketing and communication content, campaigns and plans aligned with the Shire's Strategic Community Plan and Corporate Business Plan.
- Prepare clear, accurate and engaging content for a range of channels, including the Shire website, social media, newsletters, media releases and other promotional material.
- Coordinate branding and ensure consistent application of the Shire's visual identity and messaging across all communication materials and channels; liaise with external designers and stakeholders to ensure brand consistency.
- Support internal communication initiatives to ensure employees are informed, engaged and aligned with organisational priorities.
- Assist in the identification and mitigation of emerging issues and serve as a key member of the communications team during emergency events or crisis situations to ensure timely public information.

Graphic Design and Content Creation for Social Channels

- Design and produce graphic design assets, including social media tiles, digital advertisements, signage, publications and promotional collateral, in line with the Shire's brand and style guidelines.
- Plan, create and schedule engaging, platform-appropriate content for the Shire's social media channels, incorporating photography, videography, animation and graphic design.
- Capture and edit high-quality photography, videography and live-streamed content for use across corporate, promotional and social media channels.
- Monitor social media engagement and respond to enquiries in a timely and professional manner, while providing guidance and training to employees on best practice and platform governance.
- Maintain a library of current, high-quality visual and design assets for use across Shire communications.

Content and Media Management

- Manage and maintain the Shire's website content to ensure information is current, accessible and compliant with relevant legislation and standards.

- Prepare media releases and help coordinate media responses in consultation with the Coordinator Communications and Executive team.
- Proactively monitor media coverage and community sentiment, providing advice and actionable insights on emerging trends or risks to inform the Shire's proactive communications efforts.
- Manage content workflows, approvals and version control to ensure communications and marketing materials are accurate, on-brand and delivered within set timelines.
- Utilise data analytics and performance metrics to evaluate the reach and effectiveness of content, campaigns and digital channels, providing regular reports and insights to the Coordinator Communications.

Community Engagement and Events

- Assist with the promotion of community events, civic functions and major Shire initiatives.
- Provide photographic, videography and social media coverage during major events to build a library of high-quality local assets.
- Prepare communication materials to support public consultation and community feedback processes.

Administration and Reporting

- Ensure all marketing collateral, media releases, design files and public correspondence are systematically archived in accordance with the Shire's information management policies and audit requirements.
- Maintain the confidentiality, security and integrity of all information processed.
- Provide support to the Shire's Communications function as required.

8. Risk Management and Workplace Health and Safety

Demonstrate a commitment to safe work practices and effective risk management in accordance with the Work Health and Safety Act 2020 (WA), associated legislation, codes of practice, and the Shire's policies and procedures.

This includes:

- Taking reasonable care for your own health and safety and that of others who may be affected by your actions.
- Identifying, reporting and managing hazards, risks, incidents and near misses in a timely manner.
- Complying with safe systems of work, risk controls, and the appropriate use of personal protective equipment (PPE).
- Promoting a positive safety culture through consultation, communication and leading by example.
- Contributing to the implementation of the Shire's risk management framework by identifying, assessing and managing operational risks.
- Complying with all relevant legislation, policies, procedures and internal controls to support sound governance, compliance and organisational performance.

9. Qualifications and Work Experience

Mandatory Requirements

- Hold a current national "C" class Western Australian driver's licence (or be able to obtain within 3 months).
- Valid permanent Australian Work Rights.

Essential Requirements

- Highly developed written and verbal communication and interpersonal skills.
- Demonstrated experience in content creation, graphic design and digital/social media production for a range of audiences and channels.
- Demonstrated experience developing and implementing communications, marketing and/or engagement plans and activities, particularly with a community focus.
- Proven ability to manage content and media across websites, social media and traditional media channels.

- Proficiency in digital content software (such as Adobe Creative Suite and/or Canva) and Microsoft 365 applications.
- Well-developed organisational and time management skills with the ability to establish priorities and manage competing workloads and deadlines.
- Demonstrated ability to perform duties responsibly with a level of autonomy appropriate to the classification level, exercising sound judgement across a range of communications and marketing matters.
- Flexibility to work rostered hours according to operational requirements, including some weekend or after-hours work for events, campaigns and emergency response.
- Ability to demonstrate and support the values of the Shire of Exmouth.

Level-Specific Capability

- **Level 6:** Developing capability in content creation, graphic design and social media management, working within established guidelines with guidance available for more complex matters.
- **Level 7:** Demonstrated capability delivering communications and marketing projects with a degree of independence, including specialist input on content, design and digital channels.
- **Level 8:** Extensive, demonstrated experience leading communications, marketing, content and media projects with a high degree of autonomy and sound judgement across complex matters.

Qualifications

- **Level 6:** Diploma or advanced diploma in Communications, Marketing, Graphic Design, Public Relations or a related discipline, or equivalent knowledge and skills gained through relevant experience and in-house training.
Candidates with demonstrated capability and a willingness to obtain a relevant qualification are encouraged to apply.
- **Level 7:** Degree in Communications, Marketing, Public Relations, Graphic Design or a related discipline with limited experience, or a diploma with considerable relevant experience.
- **Level 8:** Degree in Communications, Marketing, Public Relations, Graphic Design or a related discipline, supplemented by considerable practical experience and additional skills training relevant to the role.

Desirable Criteria

- Previous experience in a public relations, communications or marketing role within local government or a similarly diverse operational environment.
- Experience with Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro) and/or other graphic design, video editing or content management software.
- Experience using content management systems (CMS), social media scheduling tools and/or web analytics platforms.
- Experience in photography and videography, including editing for digital and social media channels.

Note: The requirements and responsibilities in this position description are a general guide only and are not all-inclusive. The Position Description may be reviewed at any time based on operational requirements.