



Shire of Derby / West Kimberley

POSITION DESCRIPTION

Media and Communications Coordinator

December 2025

Position Title:	Media and Communications Coordinator
Classification:	Level 6
Unit:	Executive Services
Department:	Executive Services
Responsible to: (Immediate Supervisor)	Chief Executive Officer
Incumbent:	Existing position
Prepared By:	People and Culture
PD Reviewed and/or Updated:	December 2025

SDWK Vision: A place where people want to live, invest, visit and return to

SDWK Values:

We are **PROUD** of who we are and where we live.

We will create a **POSITIVE LEGACY** for our children and children's children.

We will go about our business with **INTEGRITY, TRANSPARENCY and AUTHENTICITY**.

We value and **RESPECT** what our community has to say and will strive to make things happen.

We are **PROUD** of and value the **KNOWLEDGE** of our diverse and strong people and cultures.

We value our **RELATIONSHIPS** and will work with others to achieve common goals and gain maximum impact.

We are **PROUD** of and **COMMITTED** to the responsible preservation of our unique natural environment and making sure our built environment reflects our current and future needs.

We are open for and encourage business, industry and all aspects of **COMMUNITY DEVELOPMENT**, particularly our thriving arts and cultural scene.

Derby

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1. POSITION OBJECTIVES

- Manage the day to day operations of the Shire's media, communications, community engagement, marketing and public relations service delivery to ensure the ongoing provision of professional services to the Shire's whilst contributing to the strategic objectives.
- Develop and provide comprehensive Communication, Marketing and Engagement functions to inform the community, promote the Shire's services and maintain a positive reputation.
- Develop policies and programs to maintain effective public relations and communications with internal and external stakeholders.

2. KEY RESPONSIBILITIES

OUTCOME: Corporate Communication and Media

- Provide high-level, accurate, timely and strategic communication and public relations advice and support to the CEO, Executive Team, President, Councillors and staff in relation to Shire initiatives, campaigns and services.
- Manage Council's media relationships in a strategic and positive manner to spread the news of Council's work for its community, identify key messages and positive media opportunities and manage responses to media enquiries.
- Implement the Communications Strategy to convey consistent quality messages across the full spectrum of Council's materials and channels in a timely manner.
- Plan, coordinate and evaluate media monitoring initiatives.
- Manage all aspects of the creation and production of Council's monthly newsletter for the Babbling Boab and electronic newsletter, including research, writing and editing, and supervising layout, proofing, print production and distribution.
- Ensure the creative content and production quality of communication materials are consistent with Council's values, policies, corporate objectives and corporate identity.
- Lead the development, implementation and evaluation of specific communications campaigns to appropriate audiences.
- Act as consultant and facilitator to staff, assisting them to increase the effectiveness and professional presentation of Council's messages to the public.
- Work with project managers to develop the look and reader- friendliness of Council's corporate documents and webpage such as rates information, brochures and fact sheets as required.
- Support to Derby Chamber of Commerce and economic development.
- Develop and coordinate all external and official communications for the Shire, including media releases, media responses and stories.
- Manage relevant external suppliers and contractors.
- Manage and execute media training for staff and manage training program delivery.
- Manage all aspects of the Shire's digital media, including social media platforms, website and noticeboards.
- Provide practical advice to department on message, tone and style of communications.

OUTCOME: Community Engagement

- Contribute to the development of a Community Engagement Strategy through event support, advice on campaigns and photography where required.
- Advise on key tools, timing and design of engagement exercises. Assist with the construction of surveys and other engagement materials.
- Assist with results analysis of surveys and other engagement materials to inform future community consultations.

- Develop and maintain tools to assist departments draft communications aligned with overall communication strategies.

OUTCOME: Internal Communication

- Draft internal communications materials, including the internal newsletter, emails, presentations and other documents.
- Support team members by providing editing and proof-reading support.
- At the direction of the Chief Executive Officer, take ownership of the development and delivery of communications strategies for specific projects and initiatives.

OUTCOME: General

- Support and adhere to Council's policies and procedures, code of conduct and relevant acts.
- Assist in the achievement of agreed outcomes consistent with department business plans and budgets.
- Promote and project the Council's commitment as a Customer First organisation.

OUTCOME: Workplace Health and Safety

- Act to ensure the working environment is free from workplace hazards and comply with the relevant Workplace Health and Safety Act and corporate WHS policies and procedures.
- Ensure that incidents, injuries, hazardous conditions, and near misses are correctly and promptly reported.
- Seek guidance for all new or modified work practices to ensure safety is a high priority consideration.
- Not wilfully place at risk the health and safety of any person in the workplace.
- Responsible for the safe and tidy operation of the customer service team area and records storage areas.

This position description is not an exhaustive list of the position's duties. The position will be required to undertake other duties as directed by the Chief Executive Officer, having regard to the incumbents' skills and experience, position-level expectations, and in accordance with the Enterprise Agreement.

3. ORGANISATIONAL & BEHAVIOURAL CAPABILITIES

- **Teamwork** – To value other team member's contributions and work effectively as a member of a high-performance work team. To demonstrate flexibility in work practices. Works in a collaborative, cooperative and positive manner that is considerate of others. Leads, supports and helps others in line with job level.
- **Customer Service** – Works at all times to provide customer service excellence, and in line with customer service standards, obligations and protocols; includes external and internal customers.
- **Workplace Health and Safety** – Comply with all statutory obligations, including the Local Government, Equal Employment Opportunity (EEO), Organisational Risk Management and current WHS act, regulations and Code of Practice. Not wilfully place at risk the health or safety of any person in the workplace.
- **Compliance** – Ensure compliance with relevant legislation, policies and procedures.
- **Workflow and Task Management** – Progression of tasks, events, interactions that comprise sequential work processes that add value to the Shire's activities.

- **Communication** – Value and encourage communication between individuals, teams and work groups. Communicates clearly, thoughtfully and appropriately, both verbally and in writing. Is regarded as appropriate when dealing with others.
- **Conflict Management** – Recognising and dealing with disagreement in a rational, balanced and effective way.
- **Planning and Organising** – Effectively plans, priorities and organises own work, plus that of others as appropriate to job level, resulting in best outcomes.
- **Integrity** – Adherence to a moral code, reflected in transparent honesty, in thoughts, words and actions.
- **Professionalism** – Demonstrates behaviours consistent with the shire's values. Upholds the highest standards and maintains the required skill and knowledge levels.
- **Problem Solving** – Identifies and investigates in an appropriate and thorough manner. Working to reach solutions.
- **Leadership and Management** – Effective use of influencing skills to achieve job and project outcomes where you do not have direct accountability for people or resources.

4. ORGANISATIONAL RELATIONSHIPS

Responsible to: Chief Executive Officer

Supervision of: Nil

Internal/external liaison:

Internal

- Executive Leadership Team
- Senior Management Group
- Councillors
- All Employees of the Shire Organisation

External

- Local Contractors and Business
- Procurement Organisations
- WA Local Government Association
- Government Agencies
- General Public and Residents

5. SELECTION CRITERIA

Knowledge, Skills and Experience:

1. Highly developed communication skills, both written and verbal, that result in effective and appropriate communication with a broad range of internal and external stakeholders.
2. Highly developed computer skills, including Microsoft programs, internal applications, efficiency in Adobe design and Photoshop.
3. Experience in website and social media management, including reporting on statistics.
4. Proven ability to meet deadlines and to work autonomously to meet deadlines and multi-tasking requirements.
5. Proven experience in developing, implementing and managing communication plans and strategies across various platforms.

Qualifications and/or Training:

1. Demonstrated experience within Local Government.
2. A qualification in relevant field or relevant experience

6. EXTENT OF AUTHORITY

In accordance with the Local Government Act (Act), this position has authority by the Chief Executive Officer to exercise powers and duties within the limits of the Act and in accordance with Council Policy.

7. POSITION DESCRIPTION ADMINISTRATION

The successful applicant will be required to submit the following documentation prior to commencement:

- Current Driver's Licence.
- National Police Clearance
- Pre-employment Medical
- Working with Children Check

The Shire of Derby/West Kimberley will reimburse the cost of the Police Clearance and pre-employment medical.

I acknowledge the information contained in this position description is intended to describe the nature and level of work to be performed, that is it not an exhaustive list of all the responsibilities, duties or skills required in the role.

Signing this position description indicates agreement and acceptance of the contents and conditions.

I also understand that this position description may be further reviewed at a future date.

Media and Communications Coordinator

Date

Tamara Clarkson
Chief Executive Officer

Date