

Position Description

Communications and Engagement Officer



Title: Communications and Engagement Officer

Position Number: CC110

Level: 7

Department: Corporate and Community Services

1. Position Objectives

- To support the development, coordination and delivery of communication, engagement and promotional activities for the Town of Cottesloe, enhancing community awareness, participation and connection;
- The role contributes to fostering positive relationships with residents, stakeholders, media and community organisations, ensuring communication is effective, timely, accessible and customer-focused; and
- This position supports continuous improvement in communication and engagement practices and assists in delivering the Town's strategic objectives through best-practice community engagement, consultation and stakeholder communication aligned with IAP2 principles.

2. Key Responsibilities

2.1 Communications and Engagement

Communications Coordination

- Support the delivery of communication and community engagement initiatives across the organisation;
- Assist in the preparation, implementation and evaluation of communication and engagement strategies, plans and campaigns;
- Prepare high-quality correspondence, reports, media releases, presentations and communication materials
- Coordinate communication activities to support Town projects, programs, services and events; and
- Assist in ensuring consistent branding, messaging and communication standards across the organisation.

Digital Communication

- Prepare and coordinate content across multiple communication channels, including the Town's website, social media platforms, EDMs (electronic direct mail), newsletters and promotional publications;
- Maintain and update digital platforms to ensure information is accurate, current, accessible and engaging;
- Develop visual and written content using platforms such as Canva, Mailchimp or similar systems;
- Assist with photography, visual content development and digital storytelling activities; and
- Monitor communication trends, analytics and engagement performance and assist in reporting outcomes.

Community Engagement and Consultation

- Support the delivery of community consultation and engagement activities aligned with IAP2 principles and frameworks;

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- Assist with stakeholder engagement activities, surveys, workshops, public consultation processes and community feedback mechanisms;
- Support communication responses to community enquiries and public feedback across digital and traditional channels; and
- Build positive working relationships with community groups, stakeholders and service providers.

Corporate Communications and Reporting

- Assist in the coordination and preparation of corporate publications, including the Annual Report and strategic communication materials;
- Support implementation and reporting requirements associated with key Town strategies and plans;
- Assist with research, data collection, benchmarking and project support activities as directed; and
- Coordinate communication-related contractors, consultants and external providers as required.

Corporate Communications and Reporting

- Provide communication and engagement support across the organisation as required; and
- Undertake other duties commensurate with the level and responsibilities of the position.

2.2 Personal Accountability

- Ability to work autonomously under limited supervision, effectively prioritize competing tasks, and consistently meet deadlines;
- Active participation, professional cooperation and collaboration with internal and external stakeholders; and
- Adherence to and demonstration of the values and behaviours as defined in the Town of Cottesloe Code of Conduct for Employees (2021).

2.3 Workplace Health and Safety

- Demonstrate personal responsibility towards proactively ensuring both a physically and psychologically safe work environment for all;
- Commitment to and application of Town Policies relating to: Equal Employment Opportunity, and Workplace Health and Safety; and
- Timely and accurate reporting unsafe work conditions and/or incidents.

3. Extent of Authority

Works under the general direction of the Manager Community and Customer Services and within established Council policies, procedures, guidelines, budgets and relevant legislation. Exercises delegated authority in accordance with approved Town delegations and purchasing limits. Delegated purchasing authority up to \$2,000.

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4. Organisational Relationships

Reports to:

Manager Community and Customer Services

Internal Stakeholders:

Chief Executive Officer

Director Corporate and Community Services

Senior Communications and Marketing Coordinator

Senior Community Development Officer

Events Coordinator

Managers, Coordinators and Town staff

Elected Members

External Stakeholders:

Community members and resident representatives

Local schools, community groups and sporting clubs

Local businesses and service providers

State and Local Government agencies

Media representatives

Consultants and contractors

Regional networks and Local Government officers

Committees, advisory groups and reference groups

5. Selection Criteria

5.1 Essential

1. Demonstrated experience in communications, public relations, marketing, community engagement or a related field. Experience in managing digital communication platforms, including websites, social media and EDM systems.
2. Well-developed interpersonal and stakeholder engagement skills, including the ability to build positive working relationships and work collaboratively within a team environment and across multiple business units.
3. Highly developed written communication skills, including the ability to prepare clear, concise and engaging content across multiple formats.
4. Demonstrated organisational and time management skills with the ability to manage competing priorities and meet deadlines.
5. Experience supporting projects, campaigns, or events through effective coordination and administration
6. Strong analytical and problem-solving skills, including the ability to monitor engagement performance and prepare reports.

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5.2 Desirable

- Relevant tertiary qualification in communications, public relations, journalism, marketing, community engagement or a related discipline
- Experience working within Local Government or the public sector
- Experience using Canva, Mailchimp or similar communication and design platforms
- Experience supporting community consultation activities aligned with IAP2 principles
- Experience working with community groups, volunteers or stakeholder networks
- Current "C" Class Driver's Licence

5.3 Appointment Criteria

- Evidence of Australian working rights;
- National Police Clearance (within last six months); and
- Successful completion of a pre-employment medical.

6. Employment Conditions

- Town of Cottesloe Code of Conduct; and
- Town of Cottesloe Industrial Agreement 2024.

Prepared by: Manager People and Culture
Director: Director Corporate and Community Services
Date prepared: 29 May 2026
Document last reviewed: 2 June 2026

Approved by Chief Executive Officer: _____

Date of Registration: 2 June 2026

Signed: _____ Date: _____
Employee

Signed: _____ Date: _____
Manager Community and Customer Services