

Position Description

Position Title	Corporate Communications Officer
Position Number	COMM01 (TBC)
Directorate	Community Development
Business Unit/s	Customer and Communications
Reports to	Service Lead Marketing & Communications
Classification	Level 7 – Inside Workforce Agreement

Organisational Overview

The City of Stirling (the City) is located eight kilometres north of Perth’s central business district and covers an area of around 100 square kilometres from Scarborough, Trigg and North Beach in the west to Balga and Inglewood in the east, and from Beach Road in the north to Herdsman in the south.

The City is the largest local government by population in WA with approaching 250,000 residents. We provide more than 200 services to our thriving community, including recreation centres, libraries, home and community care, safety, and events.

The City has a workforce of around 1,400 people and a genuine commitment to invest in our employees to achieve an inclusive, diverse, engaged and capable workforce. The City is recognised for supporting work-life balance through a wide range of flexible work options and offering a range of policies and benefits to create opportunities and an enjoyable and fulfilling employment experience.

Organisational Vision, Mission Statement and Values

Vision

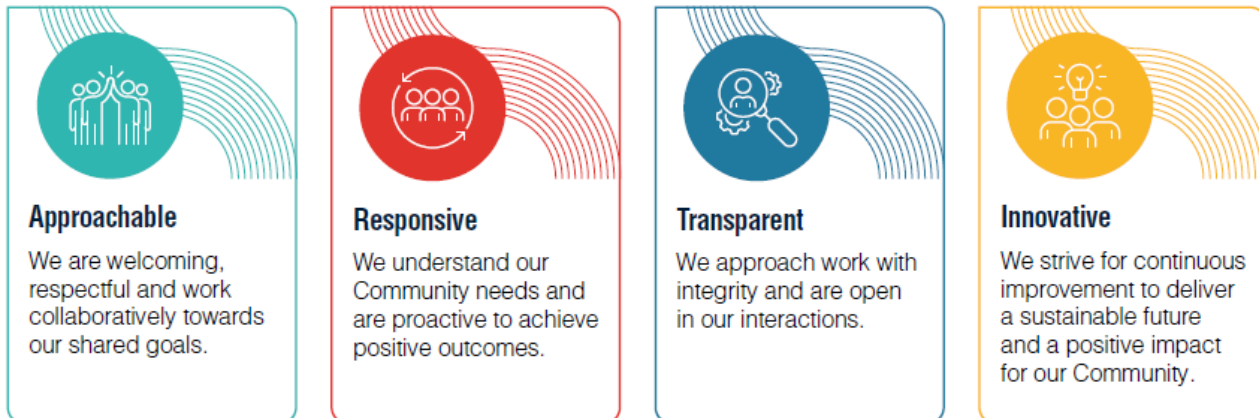
A sustainable City with a local focus.

Mission Statement

To serve our community by delivering efficient, responsive and sustainable service.

Values

The City of Stirling’s core values are:



Reporting Relationships

This position reports to the Service Lead Marketing and Communications as part of the Marketing and Communications Team.

Business Unit Objective

The Marketing and Communications team is part of the Customer and Communications Business Unit, whose objectives are to:

- Strategically manage the communication and marketing of the City's projects, initiatives, activities, decisions and services to the community and other stakeholders.
- Create a customer-focussed organisation by ensuring customer service delivery and employee interactions represent the organisation positively and professionally, and customers are placed at the centre of decision-making.
- Lead the digital transformation of the City of Stirling – driving systems integration and enhancing efficiency and effectiveness and allowing the City to communicate with its customers using modern, efficient and functional applications.

Position Overview

Under the overarching aim to be a sustainable City with a local focus, the Marketing and Communications team leads and delivers community-driven marketing, communications and digital activities that enhance and protect the City's brand and reputation while promoting our services and programs to the community. This role plays a pivotal role in informing and creating engaging written and photo content that shares stories, news and important City updates, showcases City values in action and fosters an understanding of how each role contributes to the leadership's vision and City's success.

This role focusses primarily on internal channels to proactively communicate and celebrate the City's many achievements and important projects, by delivering the City's employee newsletter Team Brief. The purpose of internal communication is to keep City employees informed and contribute to a strong and engaged organisational culture by providing timely, accurate, engaging and relevant communications to all employees through a suite of internal communications channels.

Position Objectives

Content creation

- Create and upload highly engaging and dynamic digital content for inclusion in the City's owned platforms including the website, intranet (CoSi), social media, e-newsletters, employee SMS and internal screens at the Administration Centre, Operations Centres and applicable outcentres.
- Work closely with the People team and City Leadership team to ensure key communications include a focus on City values and desired employee behaviours.
- Identify and implement improvements to existing internal communication platforms, recognising that a range of different channels are required to meet the diverse needs of our workforce.
- Produce high quality content tailored to employees and publish in a timely manner.
- Plan, write and deliver the Team Brief employee newsletter (printed and digital) to share people-focused storytelling and organisational news; meeting KPIs around readership and engagement.
- Liaise with the Executive, Mayor, Councillors and relevant personnel to ensure all information provided is correct, factual, timely and customer focussed.
- Attend communications events to support the CEO and Executive as required to gather content for relevant City channels such as the Intranet, internal screens, social media, and other outputs.
- Monitor feedback and comments on the City's internal and external communications platforms and adjust content accordingly.
- Champion and uphold the Writing Style Guide, Brand Implementation Guidelines, Design Manual and other relevant corporate guidelines.

Communication, engagement and reputation management

- Draft Executive communications, ensuring quality, accuracy and timeliness.
- Analyse and report on data such as open-rates, page visits, surveys, media monitoring insights and other analytics to identify recommendations that improve the City's internal communications.
- Communicate and highlight the City's values and promote two-way communication that empowers employees to understand how their role supports the City's success.
- Develop effective working relationships with counterparts in local government, State Government, private sector and not-for-profit agencies to ensure collaboration wherever possible on issues of shared interest, including providing intelligence and advice to these stakeholders as required.
- Lead, approve and implement internal communication plans designed to achieve strategic aims.
- Actively seek and maintain a network of trusted relationships with key City personnel, including senior executive, managers and the broader workforce to gather relevant and timely content.
- Provide advice and input into communication plans where issues likely to be of sensitivity or concern to a significant section to staff and the community require a strategic communications approach.

Crisis communication

- Be available to provide communications advice and expertise in crisis situations confronting the City or involving its staff or assets.
- Contribute actively to the City's Crisis Communication Framework and participate in any continuous improvement and emergency or crisis scenarios as required.

Other

- Write speeches and other mass employee communications for the Executive team as required.
- Proofread text as required.
- Actively participate in team meetings and cross-organisational working groups as required.
- Fulfill opportunities to backfill for colleagues within the Marketing and Communications Team during leave as part of professional development, cross-skilling and team capacity-building.

Corporate Responsibilities

- Contributes to the achievement of corporate objectives by ensuring that stakeholders are dealt with in a professional and timely manner.
- Observe all safe working practices and work as directed by your supervisor.
- Ensure that you take reasonable care to ensure your own safety and health at work and that of others.
- Takes responsibility for and actively promotes the importance of the City's Risk Management processes, encouraging others to apply it and achieve positive results from it throughout their work.
- Understand the principles of customer service and undertake duties and responsibility in accordance with the City's Customer Service Charter.
- Undertake duties and responsibilities in accordance with corporate policies, management practices and procedures and demonstrate expected behaviours aligned with the City's Code of Conduct.
- Undertake Community Engagement where required, to optimise trust, inform decision-making, share knowledge, and strengthen relationships with the community in accordance with the City's Community Engagement Policy.
- Perform other duties as directed.

Selection Criteria

Qualifications/Education Level	
Relevant tertiary qualification or relevant work experience in communications, marketing, public relations or journalism.	Essential
Mandatory Certificates, Licences, Tickets, Memberships, Registrations	
Demonstrated skills as a highly competent creator of engaging digital content such as news articles, social media posts, e-newsletters, employee communications and photos or videos	Essential
Exceptional writing skills, with the ability to tailor content for a variety of different channels and target audiences	Essential
Ability to communicate effectively with a wide variety of stakeholders and negotiate outcomes that meet the needs of internal and external customers	Essential
Ability to use tools that analyse, measure and report on data to achieve evidence-based solutions that increase the effectiveness of communications strategies	Essential
Demonstrated ability to use tact and diplomacy when dealing with sensitive issues	Essential
Demonstrated ability to work in a high-pressure environment and to provide communications advice and expertise during a crisis communications event	Desirable
Knowledge, Skills, Experience & Abilities	
Demonstrated experience in creating digital communications including website content management systems, e-newsletter platforms and social media.	Essential
Demonstrated experience in communications or public relations role.	Essential
Demonstrated capacity to build strong and effective relationships with senior executives and managers across a large organisation	Desirable
Demonstrated experience in creating and executing innovative media relations strategies to drive positive news coverage of an organisation's achievements	Desirable
Other	
National Police Clearance (under 3 months).	Essential
Current Driver's Licence	

Office use only

Position Creation Date	Date	Officer	
Last reviewed/Modified	Date	Officer	Manager Customer and Communications
	12 September 2025		

