



Communications Officer

POSITION
DESCRIPTION

Position Description

Position title	Communications Officer
Business Area	Corporate Services
Number of Direct Reports	Nil
Immediate Manager	Communications & Brand Manager
Award	Administrative Employee Enterprise Agreement or its successor
Location	Springfield Depot, Moonah
Role Purpose	The role of the Communications Officer is to produce and distribute Metro's internal and external communications and engage various audiences by coordinating and implementing communication initiatives.

Organisational Requirements

All positions within Metro Tasmania will support the achievement of the Metro Tasmania Vision to be a customer centric public transport provider.

Employees are required to comply with all relevant legislation, laws, regulations, standards, codes and Metro Tasmania policies and procedures.

While at work employees must take reasonable care of their own health and safety and the health and safety of others, including those working under their supervision or direction that may be affected by their acts or omissions in accordance with relevant State and Federal Work Health and Safety Legislation.

Our Values

Safety	Keep people safe
Improvement	Challenge the status quo
Teamwork	Better together
Respect	Respect everyone

Role Accountabilities

Communications Responsibilities	<ul style="list-style-type: none"> • Produce and distribute internal communications including a weekly newsletter and employee notices in a timely manner so that all information is up to date and accurate. • Monitor and write posts for Metro social media and assist with content production. • Moderate user generated content, flag potential emerging issues and when necessary respond to customer queries, feedback, compliments and complaints. • Update Metro website and intranet content in a timely manner, ensuring all information is up to date and accurate. • Support the distribution of infrastructure and school related external correspondence in liaison with Operations and Network and Performance Teams. • Support the coordination of marketing and community events and activities as needed, including but not limited to logistics, registrations, ordering marketing collateral, setting up activations. • Assist with day-to-day communication and marketing tasks
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- Support the delivery of campaigns and projects
- Organise the production and printing of branded material such as stationery and merchandise.

Stakeholder Management	<ul style="list-style-type: none"> • Work with the team members and liaise with external stakeholders, contractors and service providers to ensure a strong ongoing relationship. • Support the assessment and implementation of sponsorship applications for Metro.
Administrative Responsibilities	<ul style="list-style-type: none"> • Assist with the preparation and presentation of reports and events (internal and external) with respect to Metro’s Marketing and Communications function. • Maintain the invoicing and purchase order process for the Marketing and Communications department to ensure accounts are completed in a timely and accurate manner.
Projects and Other Tasks	<ul style="list-style-type: none"> • Conduct research specific to marketing and communications activities as required. • Other related duties as may be determined by the Marketing and Communications team.
Safety and Wellbeing (Organisational)	<p>Promote and provide active leadership for a safe working environment at Metro Tasmania, this includes and is not limited to:</p> <ul style="list-style-type: none"> • Reducing potential for injuries to staff, contractors and members of the public; • Partaking in lead and lag reporting practices; • Championing safety in all activities; • Having confidence and authority to immediately stop any dangerous activities; • Promote and drive safe work practises which improve lost time injuries and workers compensation due to minimising injuries; and promote wellbeing and preventative activities.

Management Authorities (if appropriate)

Refer to the Delegation of Authority Manual.

Key Relationships

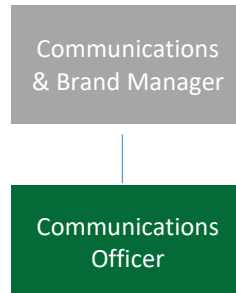
Internal

Network and Performance Team
 Corporate Services Team
 All other Metro Employees

External

External Service Providers
 Consultants and Contractors

Organisational Chart



Qualifications and Experience

- A relevant tertiary qualification and/or subsequent relevant commercial experience in marketing, communications or media.
- Position best suited to a recent university graduate showing demonstrated knowledge of communications, marketing, public relations or media.
- A thorough understanding of social media in a marketing function.
- Exposure to customer service, stakeholder management and media relations.
- Exposure to designing base level marketing materials.

Knowledge, Skills and Abilities

- Excellent organisational skills and capacity to coordinate a number of workflows simultaneously, including the ability to prioritise, plan and complete own work activities.
- Demonstrated skills in Microsoft Office, Adobe Creative Suite (particularly InDesign), WordPress, or other creative software programs.
- Experience with the administration of commonly used social media platforms.
- High-level written communication skills enabling the production of documents on a range of topics that are clear, accurate and concise.
- High-level interpersonal skills, and a willingness to engage effectively with employees at all levels of the organisation and the general public.
- Well-developed interpretive skills along with the ability to make sound judgments and solve problems as required.
- Demonstrated capacity to manage sensitive issues and information with tact and discretion.

Approval

Date: June 2022

Approved by:



Katie Cooper, Chief Executive Officer