

**AUGUST 2021**

# Position Description

<b>Position Title:</b>	Communications Advisor / Graduate
<b>Position Number:</b>	1127
<b>Reporting to:</b>	Senior Communications Officer
<b>Location:</b>	Geraldton
<b>Conditions of Employment:</b>	Mid West Ports Authority General Staff Enterprise Agreement 2017

## PURPOSE

Responsible for delivering and supporting stakeholder engagement initiatives which positively impact on MWPA's future sustainability by ensuring our reputation is strong resilient and engaging.

## ACCOUNTABILITIES:

KEY RESPONSIBILITIES	OUTCOMES
Communication Plan Development	<ul style="list-style-type: none"> <li>Collaborative development and delivery of internal communication plans and initiatives.</li> <li>Increased internal stakeholder engagement through the implementation of communications activities for the port.</li> </ul>
Digital Communications	<ul style="list-style-type: none"> <li>Internal CEO Weekly News email developed.</li> <li>Digital Noticeboard content developed and maintained.</li> <li>Relevant and current website and intranet content maintained.</li> <li>Email signatures developed.</li> <li>Social media content developed and maintained.</li> <li>Social media analysed and reported.</li> <li>Content created and scheduled for Facebook and Instagram social media channels in line with MWPA's Content Creation document.</li> </ul>
Community Engagement	<ul style="list-style-type: none"> <li>First point of contact for volunteers.</li> <li>Representation at school career days.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Port tours facilitated.</li> <li>▪ Grants recipients engaged and executing.</li> <li>▪ NFP Partnership recipients engaged and executing.</li> </ul>
Reputation Management	<ul style="list-style-type: none"> <li>▪ Media monitored and documented.</li> <li>▪ Internal engagement of MWPA media activity.</li> </ul>
Event Coordination	<ul style="list-style-type: none"> <li>▪ Event management supported for all Events hosted by MWPA in accordance with MWPA's Event Management Procedure.</li> <li>▪ Events Calendar maintained and communicated internally and externally.</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>▪ Photography catalogued.</li> <li>▪ Videography projects scheduled and executed.</li> </ul>
Cruise Support	<ul style="list-style-type: none"> <li>▪ Cruise ship arrivals 'on the day' activities supported.</li> <li>▪ Pre-cruise coordination supported.</li> <li>▪ All transport and logistics requirements for shuttle, and local experience tours on each cruise day, including liaison with MWPA Safety Officer for the provision of a Traffic Management Plan coordinated.</li> <li>▪ First-class City presentation through coordination of cruise arrivals with City of Greater Geraldton Parks Manager and Sanitation Supervisor.</li> <li>▪ Cruise infrastructure coordinated at appropriate berth prior to arrival through liaison with MWPA's Maintenance Team.</li> <li>▪ Welcome area outside of secure port zone managed: <ul style="list-style-type: none"> <li>▪ Correct permit applications, layout, set up and pack down;</li> <li>▪ Encouragement of 'locally owned/WA/Australian produced' stall holders; and</li> <li>▪ Entertainment, if required.</li> </ul> </li> </ul>
Corporate Compliance, Research & Support	<ul style="list-style-type: none"> <li>▪ Communications Team support as requested.</li> <li>▪ Communications Team champion for corporate compliance and document control.</li> <li>▪ Compliance with all corporate principles and responsibilities, including; Workforce Occupational Health and Safety legislation, risk management and Environmental Licence.</li> </ul>
Integrated Management Systems	<ul style="list-style-type: none"> <li>▪ Undertake all work within: <ul style="list-style-type: none"> <li>▪ Relevant role specific Procedures;</li> <li>▪ Risk, Environment and OH&amp;S management systems; and</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>▪ Across Organisation and Human Resources policies and procedures.</li> </ul>
--	--

## QUALIFICATIONS

KNOWLEDGE AND EXPERIENCE - TO BE ADDRESSED IN SELECTION CRITERIA	
PREFERRED	
	<ul style="list-style-type: none"> <li>▪ Tertiary qualification in communications, public relations, marketing or journalism.</li> </ul>

## ESSENTIAL COMPETENCIES

KNOWLEDGE AND EXPERIENCE - TO BE ADDRESSED IN SELECTION CRITERIA	
	<ul style="list-style-type: none"> <li>▪ Demonstrated ability to communicate on all levels of business.</li> <li>▪ Demonstrated excellent time management skills that enables competing priorities to be managed effectively.</li> <li>▪ Ability to build and maintain stakeholder relationships.</li> <li>▪ Ability to work collaboratively, develop effective networks and partnerships.</li> <li>▪ Experience and knowledge of social media channels in a corporate context.</li> </ul>

## DESIRABLE COMPETENCIES

KNOWLEDGE AND EXPERIENCE	
	<ul style="list-style-type: none"> <li>▪ Graphic design experience.</li> <li>▪ Project and event management and planning experience.</li> <li>▪ Knowledge of corporate communications tools including digital and print mediums.</li> <li>▪ Experience in providing stakeholder engagement, particularly with internal stakeholders.</li> <li>▪ Experience in maintaining a corporate brand "voice".</li> <li>▪ Ability to work effectively within a complex and changing environment.</li> <li>▪ Ability to deal with confidential and sensitive matters.</li> <li>▪ Previous experience in government sector.</li> <li>▪ Previous experience in a Communications role in marine, mining, transport or similar.</li> </ul>

## PERSONAL ATTRIBUTES

#### MWPA VALUES

It is a requirement of all MWPA positions that work will be undertaken in line with the MWPA values as follows:

**COURAGE** – We have the courage to continuously move forward, innovate, learn and grow.

**COLLABORATION** – We bring the right people together to get the best result.

**ACCOUNTABILITY** – We deliver our very best in all we do, holding ourselves accountable for results.

**INTEGRITY** – We are consistently transparent, honest, ethical and genuine.

**CARING** – We care about our colleagues, our organisation, our community and our environment.

#### SPECIAL CONDITIONS

##### REQUIRED

- Ability to travel interstate and intrastate as required;
- May be required to work outside normal business hours;
- C Class Drivers Licence;
- Expected to undertake any additional training to complement the operation;
- The incumbent will be required to undertake a pre-employment psychometric testing and medical check including drug and alcohol testing prior to appointment;
- The ability to obtain a Maritime Security Identification Card is a condition of employment;
- All staff must participate in ongoing random drug and alcohol testing to support MWPA's zero tolerance policy; and
- Refer to Corporate Delegations Policy No. 06 (as amended from time to time). The Corporate Delegations Policy prevails to the extent of any inconsistency with this Position Description.

#### ACCEPTANCE OF JOB DESCRIPTION

This Position Description accurately describes the current position and has been explained by:

---

**MANAGER NAME**

---

**MANAGER POSITION**

---

**SIGNATURE OF MANAGER**

---

**DATE**



**Position Description Acceptance**

The Position Description has been explained to me and I agree to carry out the duties contained within to the best of my ability.

---

**NAME OF EMPLOYEE**

---

**SIGNATURE OF EMPLOYEE**

---

**DATE**