



# Employment Application Pack

Position Title:	Media, Communications and Marketing Advisor
Vacancy Reference Number:	VRN24/25-113
Department:	Executive Services
Location:	Biloela
Employment Status:	Permanent, Full Time
Remuneration:	\$84,811.35 - \$89,508.49 LGIA Stream A Level 4
Recruitment Commences:	12 June 2025
Recruitment Closes:	26 June 2025

## TO APPLY

Submit the following documentation via email or in person:

- Application for Employment
- Cover Letter
- Resume
- Copies of any relevant Qualification/Tickets/Licences **are** required to be submitted (please also include details in the application form)

*Your cover letter should outline qualifications, education and licences as well as abilities, skills and knowledge found on page two of the position description. Ensure you provide relevant examples where you have demonstrated your ability to perform the duties and responsibilities required in the position description.*

Email: [enquiries@banana.qld.gov.au](mailto:enquiries@banana.qld.gov.au)

In person: Banana Shire Council Administration Office, 62 Valentine Plains Road, Biloela

# BANANA SHIRE COUNCIL APPLICATION FOR EMPLOYMENT

APPLICANT DETAILS							
POSITION APPLYING FOR: Media, Communications and Marketing Advisor					VRN24/25-113		
FAMILY NAME:					GIVEN NAME(S):		
TITLE: <input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Miss <input type="checkbox"/> Ms <input type="checkbox"/> Other _____							
MAILING ADDRESS:					MOBILE NO:		
POSTCODE:					TELEPHONE NO:		
EMAIL ADDRESS:							
IN ORDER FOR BANANA SHIRE COUNCIL TO MONITOR ITS ADVERTISING, COULD YOU PLEASE INDICATE WHERE YOU SAW THIS POSITION ADVERTISED?							
<input type="checkbox"/> Facebook		<input type="checkbox"/> SEEK		<input type="checkbox"/> LinkedIn			
<input type="checkbox"/> Newspapers _____		<input type="checkbox"/> Posters/Mail outs		<input type="checkbox"/> The Australian Local Government Job Directory			
<input type="checkbox"/> Banana Shire Council Website		<input type="checkbox"/> On-line (Please specify website) _____					
ELIGIBILITY TO WORK IN AUSTRALIA (Originals must be presented upon, or prior to, commencement of employment as requested by Council)							
Are you an Australian/New Zealand citizen or Permanent Resident? Yes <input type="checkbox"/> No <input type="checkbox"/>							
If no, do you have a working visa? (Please specify type). Yes <input type="checkbox"/> No <input type="checkbox"/>							
LICENCES (Originals must be presented upon, or prior to, commencement of employment as requested by Council)							
Class of Licence:	<input type="checkbox"/> Car (C)	<input type="checkbox"/> LR	<input type="checkbox"/> MR	<input type="checkbox"/> HR	<input type="checkbox"/> HC	<input type="checkbox"/> MC	<input type="checkbox"/> RE/R
<input type="checkbox"/> Open		<input type="checkbox"/> Provisional		<input type="checkbox"/> Learners			
Licence issued in	<input type="checkbox"/> Queensland		<input type="checkbox"/> Another State/Territory		<input type="checkbox"/> Another Nation		
PLANT OPERATOR TICKETS (Originals must be presented upon, or prior to, commencement of employment as requested by Council)							
Please list the <b>current</b> Plant Operator Tickets you possess ( <b>Please provide details on a separate sheet if necessary</b> ):							
BLUE CARD (Originals must be presented upon, or prior to, commencement of employment as requested by Council)							
Do you possess a Blue Card issued by the Commissioner for Children and Young People and Child Guardian? <input type="checkbox"/> Yes <input type="checkbox"/> No							
WHITE CARD (Originals must be presented upon, or prior to, commencement of employment as requested by Council)							
Do you possess a White Card (QLD General Safety Induction [Construction Industry] Certification)? <input type="checkbox"/> Yes <input type="checkbox"/> No							
QUALIFICATIONS (Please provide details on separate sheet if more than one qualification is held)							
Level of Qualification: <input type="checkbox"/> Masters <input type="checkbox"/> Post Graduate <input type="checkbox"/> Degree <input type="checkbox"/> Diploma <input type="checkbox"/> Certificate/Trade <input type="checkbox"/> School							
Course Name:					Year qualification obtained:		
Educational institution where qualification attained: <input type="checkbox"/> University <input type="checkbox"/> TAFE <input type="checkbox"/> Other Training Centre <input type="checkbox"/> School							
Name of institution: _____ Country (If outside Australia): _____							

## REASONABLE ADJUSTMENTS

Should you be shortlisted, are there any considerations that Council needs to be aware of in order to make reasonable adjustments?  
Yes ☐ No ☐

If yes, please state details:

## WORK RELATED REFEREES

Name: \_\_\_\_\_ Mobile phone No: \_\_\_\_\_

Organisation: \_\_\_\_\_ Business phone No: \_\_\_\_\_

Name: \_\_\_\_\_ Mobile phone No: \_\_\_\_\_

Organisation: \_\_\_\_\_ Business phone No: \_\_\_\_\_

## EMPLOYMENT HISTORY (Mandatory)

Employer	Length of service	Year service completed	Summary of duties	Business phone no.

I hereby grant Banana Shire Council Human Resource Business Partner permission to contact the payroll department of the above-mentioned Employer to confirm the following:

1. Length of Service
2. Position Title held at time of resignation

## PERMISSION/DECLARATIONS

- To avoid any potential conflict of interest in appointing an independent interview panel, please advise if you have an association with or connection to current members of staff. Note: this information is confidential and will only be used to select an independent interview panel.

☐ Yes ☐ No

If yes, please indicate persons you have an association with: \_\_\_\_\_

- I certify that all answers and statements on this application form and any attachments thereto are true and complete to the best of my knowledge. I understand that, should I provide untruthful or misleading information, this application may be rejected or my employment with Council subsequently terminated.
- I agree to complete the health declaration form and agree to a medical examination with Council's nominated medical practitioner if required.
- I authorise Council to conduct police search checks for any offences that may be recorded against me. I understand that an adverse result may affect my employment or potential employment opportunities with Banana Shire Council.
- I authorise Council to contact my listed referees and the employer's payroll department for employment purposes only.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PRIVACY COLLECTION NOTICE:

**The personal information gathered by Banana Shire Council on this form is for recruiting purposes only and will not be used for any other purpose or given to any other party unless you have consented, or Council is required or authorised by law to do so.**

*Thank you for applying for this position. Council welcomes copies of supporting documentation and your resume, however original documents and presentation folders will not be returned.*

# Media, Communications and Marketing Advisor POSITION DESCRIPTION

## POSITION DETAILS

Position Title:	Media, Communications and Marketing Advisor		
Classification:	Level 4	Position Status:	Full Time, Permanent
Employment Conditions:	Queensland Local Government Industry Award – Stream A Banana Shire Council Certified Agreement 2024 (pending ratification)		
Department:	Executive Services	Location:	Biloela
Reports to:	Chief Executive Officer	Number of reports:	0

## ABOUT COUNCIL

### Our Vision

“Shire of Opportunity”

To improve the quality of life for our communities through the delivery of efficient, effective and sustainable services and facilities.

### Our Mission

Our Council is committed to promoting and striving for continuous improvement in all that we do, for the benefit and growth of the whole of our Shire.

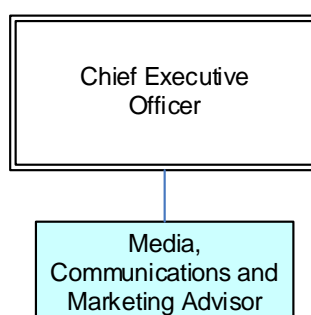
### Our Values

- Advocacy for our people
- Effective and responsive leadership
- Integrity and mutual respect
- Honesty, equity and consistency in all aspects of Council's operations
- Quality of service to our citizens
- Work constructively together, in the spirit of teamwork
- Sustainable growth and development

## GENERAL POSITION INFORMATION

Enhance Council's professional corporate image through consistent media liaison, communications and marketing that promotes a high level of awareness and usage of Council services, tourism experiences and events both within the community and by our target markets.

## ORGANISATIONAL REPORTING ARRANGEMENTS





### **DUTIES AND RESPONSIBILITIES**

- Develop, implement and maintain a Corporate Communication Strategy for Council
- Prepare concise, factual and timely media releases on Council news
- Report to and update Chief Executive Officer and relevant Directors on media and social media articles that may impact, involve or implicate Council
- Prepare editorial for regional Council updates, community newsletters, promotional brochures and website content
- Prepare and distribute internal communications to staff when required with advice from the Chief Executive Officer
- Oversee the design, editorial and printing of Council publications
- Establish, maintain and monitor Council's social media and web presence
- Monitor community, Council and regional trends to identify emerging issues and recommend appropriate issues management approach
- Provide advice and support to Council Officers to produce Communication Plans as well as content for marketing material, advertisement and publications
- Support the broader public relations and marketing goals of Council by drafting a range of marketing materials including feature articles, media releases, speeches, newsletters, briefings, reports, scripts, display materials and publications
- Establish and maintain positive working relationships with local media and develop a broad network of media contacts
- Proactively seek placement of targeted Council news in the local media and in special interest publications
- Establish and maintain corporate brand standards and implement quality controls in the use of Council's corporate brand
- Assist with promotion of Council, local and cultural events
- Undertake the role of media liaison officer and associated duties during emergency and disaster events
- Contribute to the promotion of the image of the Council and the maximisation of good public relations
- Liaise with clients, other Council staff, the public, consultants, utility and government authorities in the performance of duties including providing and obtaining information
- Undertake routine administrative tasks as required by the position e.g. timesheets
- Assist senior staff to continuously improve work processes and develop new practices as required
- Participate in training, exercises and response to disaster management and recovery as required
- Undertake other relevant duties as directed, consistent with skills, competence and training.

### **QUALIFICATIONS, EDUCATION AND LICENCE REQUIREMENTS**

#### **Mandatory**

- Relevant qualifications in Communications, Marketing, Journalism or Public Relations
- Extensive experience in working within a public relations, journalism or corporate communications role
- Queensland class 'C' driver licence (minimum requirement – provisional licence)

## **ABILITIES, SKILLS AND KNOWLEDGE REQUIRED**

### **Mandatory**

- Analytical and research skills to produce accurate and informative communication
- Demonstrated experience and skills in corporate brand management and strategic marketing
- Demonstrated high level written and verbal communication skills including highly developed interview and professional writing skills across all communication platforms
- High standard of keyboard and computer skills including working knowledge of the MS Office suite of programs, graphical software, desktop publishing applications and web content management.
- Demonstrated ability to set priorities, manage multiple tasks and deadlines and use initiative within set guidelines and work with a minimum level of supervision.

### **Desirable**

- Exceptional interpersonal and customer service skills that demonstrate the ability to build and maintain effective and productive relationships across diverse groups
- High understanding of and commitment to EEO and WHS principles and practices.

## **CORPORATE OBLIGATIONS**

The Employee agrees to comply with the following:

- Workplace Health and Safety policies and procedures
- Customer service standards
- Council's Code of Conduct
- Council's Environmental and Sustainability Policy
- Anti-discrimination legislation, actively promoting its principles in all activities
- Human Resources policies and procedures
- Financial Management policies and procedures
- Records Management policies and procedures
- Disaster Management policies and procedures

## **SPECIFIC CONDITIONS/REQUIREMENTS**

- The employee acknowledges that this role requires them to hold and maintain a class 'C' manual driver licence and that the loss of licence may jeopardise employment with Council
- The employee agrees to be available for work on weekends and public holidays as required
- The employee acknowledges that they will at times be required to work outside of Council's normal spread of working hours

## **ACKNOWLEDGEMENT**

This position description outlines the responsibility level of the role and the general nature of work to be performed in this role. Your Supervisor will facilitate training and provide guidance on the specific requirements of the role. By signing this document you understand this and commit to the corporate obligations and specific conditions/requirements of the role as listed above and understand that failure to comply may jeopardise your employment with Council.

Name:

Signature:

Date: