

# Stratford District Council

## Job Description

### Appendix 1

<b>Position:</b>	Promotions Officer	<b>Department:</b>	Community Services
<b>Date:</b>	August 2009	<b>Location:</b>	Stratford

<b>Functional Relationships</b>		
<b>External:</b>	<b>Internal:</b>	<b>Committees/Groups/ Professional Affiliations:</b>
Public Local and regional authorities Government agencies Consultants and Contractors External service providers Iwi organisations	Management Team Elected Members All Staff Youth Council	Media Tourism Providers Community Organisations

<b>Community Services Department</b>
<p>This department is to function as the Council's delivery arm for the social, economic and cultural well-beings. The department includes the Information Centre and Library as providers of information related services. The department also provides or advocates for social services on behalf of youth, senior citizens and everyone in-between. The department fosters economic and business growth within the District.</p>

<b>Main Purpose of the Job</b>
<p>This job exists to:</p> <ul style="list-style-type: none"><li>• Ensure that the Stratford District and Council activities, services and facilities are promoted in a cost-effective and positive manner.</li><li>• Assist with the implementation of Council's community consultation and feedback responsibilities.</li><li>• Assist with the identification and monitoring of community outcomes.</li><li>• Co-ordinate the design and maintenance of Council websites.</li><li>• Co-ordinate the community events calendar.</li><li>• Support the Information Centre activity.</li><li>• Support Council funding programmes that form part of the community relationship.</li></ul>

**Organisational Context**



**Authority Limits**

The Promotions Officer has delegated authority to commit expenditure in accordance with the approved Annual Plan for the promotional activities within the Community Services Department to the extent authorised in the delegations manual.

<b>KEY ACCOUNTABILITY AREAS (KAA)</b>	<b>KEY RESULT AREAS (KRA)</b>
<p><i>Media and Promotions</i></p> <p>Assist with researching and preparing media releases and writing other material for publication.</p> <p>Co-ordinate media releases and briefings.</p> <p>Identify opportunities to promote the Council and build a positive image of Council's activities and services in the community.</p> <p>Advise and assist with media campaigns.</p> <p>Attend Council and Committee Meetings where appropriate to maintain an up to date knowledge so appropriate advice can be given.</p>	<p>Council maintains a high positive profile in the local media.</p> <p>Media releases are on a regular basis and of consistent high standard.</p> <p>A positive working relationship is established with the local media.</p> <p>High positive public awareness of Council's activities, projects and events.</p> <p>Council awareness of level of public profile, current issues and public attitudes to local issues.</p>

<b>KEY ACCOUNTABILITY AREAS (KAA)</b>	<b>KEY RESULT AREAS (KRA)</b>
<b><i>Media and Promotions</i></b>	
<p>Monitor and analyse media coverage of Council activities and prepare appropriate reports.</p> <p>Prepare and distribute regular newsletter to residents and community organisations.</p> <p>Prepare and distribute weekly staff newsletters.</p> <p>Develop welcome pack and maintain process for distribution.</p> <p>Maintain community organisation directory.</p> <p>Design and Maintenance of Council Websites and information kiosk in conjunction with the IT staff.</p>	<p>Preparation of appropriate promotional material about Council's activities, facilities and the Stratford District.</p> <p>Every household and business receives at least four newsletters annually.</p> <p>Staff are connected and well informed of day to day activities and coming events.</p> <p>New residents are welcomed with an informative pack of relevant information and guides to living the Stratford lifestyle.</p> <p>Community groups are listed and their information maintained in a timely manner.</p> <p>Council has professional and informative web presence.</p>
<b><i>Council Activities and Events</i></b>	
<p>Maintain a comprehensive community events calendar for the district.</p> <p>To organise, or work with a team, to deliver Council promotional activities and events ie. Keep NZ Beautiful A&amp; P Show Targa Rally</p>	<p>Local events are listed and co-ordinated with the regional events calendar.</p> <p>Events are completed with positive results within approved budgets.</p>
<b><i>Information Centre</i></b>	
<p>Provide support to the Information Centre activity as required.</p>	<p>Information Centre activity is supported.</p>

<b>KEY ACCOUNTABILITY AREAS (KAA)</b>	<b>KEY RESULT AREAS (KRA)</b>
<b><i>Community Funding</i></b>	
<p>Administer approved community funding opportunities including: Creative New Zealand SPARC Council Community Grants</p> <p>Participate in regional funding groups ie. JAG</p> <p>Investigate funding opportunities for Council activities and to prepare funding applications.</p> <p>Provide a funding investigation service to community organisations.</p>	<p>Council managed funding grant processes are implemented effectively and in a timely manner.</p> <p>Participation in regional funding groups is advantageous to the Stratford District.</p> <p>Available funding opportunities are procured and distributed according to relevant policies and guidelines.</p> <p>Community organisations are provided with information leading to funding opportunities.</p>
<b><i>Project Development and Implementation</i></b>	
<p>Liase with project partners and key stakeholders.</p> <p>Develop concept and action plans.</p> <p>Manage project implementation.</p> <p>Monitor and evaluate outcomes.</p>	<p>Assigned projects are completed to the satisfaction of Council and other key stakeholders and project objectives achieved.</p>
<b><i>Community Outcomes and Consultation</i></b>	
<p>Assist in identifying and promoting opportunities for the community to contribute to Council's decision making processes.</p> <p>Assist in identifying and promoting ways to foster the development of the community's capacity to contribute to the Council's decision making processes.</p>	<p>Council meets it's legal requirements to consult with the community.</p> <p>Council receives a representative response from the community from an invitation to have an input into various issues.</p>

<b>KEY ACCOUNTABILITY AREAS (KAA)</b>	<b>KEY RESULT AREAS (KRA)</b>
<b><i>Community Outcomes and Consultation</i></b>	
<p>Assist in developing effective communication with key community opinion leaders, sector groups, stakeholders and media outlets to encourage recognition and understanding of Council plans, activities and events.</p> <p>Assist Council to liaise with individuals, organisations and government agencies to monitor and promote the delivery of identified priorities and outcomes expected by the community.</p> <p>Assist Council to determine the levels of service in completing an annual survey within the community.</p>	<p>A high positive awareness of Council plans, activities and events.</p> <p>Regular monitoring and measurement of progress towards the achievement of expected community outcomes.</p> <p>Annual survey process is undertaken, collated and reported to Council and activity Managers.</p>
<b><i>Civil Defence</i></b>	
Undertake Civil Defence training and duties as required.	Civil Defence procedures and responsibilities clearly understood and Civil Defence duties effectively completed as/when required.
<b><i>Other</i></b>	
Any other duties that may be required from time to time.	All other duties are completed as required.

# Stratford District Council

## Person Specification

*Key: E = Essential; D = Desirable*

<b>Personal Focus</b>	
E	Demonstrated ability to embrace the goals and objectives of the entity and in being dedicated and self-motivated towards achieving them.
E	Demonstrated record of excellence in achievement.
E	Demonstrated capability to develop and implement innovative solutions.
E	Demonstrable ability to maintain focus and objectiveness and to continue to perform effectively in stressful situations.
E	Demonstrated record of participation and achievement in a team environment.
E	Demonstrated willingness to speak your own mind in discussion but also to follow and champion direction once given.
E	Demonstrated willingness to embrace the responsibilities and accountabilities that are inherent in the role.
<b>Customer Focus</b>	
E	At all times applies excellent customer service principles in dealing with internal and external customers and staff.
<b>Job Knowledge</b>	
D	Has a relevant qualification.
D	Has recent relevant experience in local government.
E	Has relevant computer skills. Is competent with current Microsoft Office suite of programmes.
<b>Organising for Quality Results</b>	
E	Demonstrates strong time management skills.
E	Undertakes sound research using sound methodologies.
E	Develops and implements innovative and cost-effective solutions.
D	Identifies and embraces opportunities for beneficial change.
D	Demonstrates a passion for seeking quality improvements within work processes.

<b>Teamwork</b>	
D	Leads teams by engendering support, provides motivation and has the knowledge to obtain the best from team members.
D	Motivates and lead a multi-disciplinary team.
E	Demonstrates an ability to work well in a team.
D	Champions beneficial change and constantly reinforces the merits to team members.
<b>Communication</b>	
E	Communicates clearly and concisely when seeking or providing information <i>eg. with senior management or public groups.</i>
D	Has experience presenting evidence or information to committees and public groups.
E	Produces clearly written, well-formatted reports, which have clear recommendations for action.
E	Maintains confidentiality.
D	Has media experience.
E	Operates within the organisation in a non-discriminatory manner by respecting the rights of others.
E	Has an understanding of and is capable of empathising with the needs of others.
E	Demonstrates excellent listening and verbal communication skills
D	Manages diversity, and encourages and assists others in this.
D	Understands the Treaty of Waitangi and its implications for local authorities.
<b>Coaching and Development</b>	
D	Willingly embraces opportunities to undertake ongoing management development.
<b>Health</b>	
E	Has no previous or current medical conditions, which would affect the ability to effectively and efficiently perform the duties described in this job description.
<b>Circumstances</b>	
E	Is willing to work overtime and weekends should this be required.
<b>Testing and Verification</b>	
E	Can verify authenticity of qualifications.
E	Holds a current full driver's licence.