



Position Descriptions Simple 3-Step Process

STEP 1

Simple BARS*-based User Interface Configured to Your Needs

* *BARS (Behavioural Anchored Rating Statements)*

Advantages include:

- Aligned to your pay/remuneration scales and criteria
- Configurable to different work groups (e.g. Technical Staff V's Admin Staff)
- Additional notes
- Independent management comments can be included
- Independent approval
- Allows acknowledgement of position factors above or below overall classification grade
- 'Big data' available for Corporate analysis
- Position Descriptions automatically generated
- Automated reporting
- Full record keeping
- Full Quality and Audit Control

m: 0411 349 222.
t: (07) 3333 1921
e: markshaw@neoshr.com.au
a: P.O. Box 70, Mt Gravatt Central 4122
www.neoshr.com.au

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STEP 2

Position Descriptions Generated Automatically



NEOS HR

Assessor: Mark Shaw
25/10/20 , Ref: 1197

Position Description Local Government

POSITION TITLE: Marketing Officer
POSITION NUMBER: 1523
AWARD: Queensland Local Government Industry Award 2017
CERTIFIED AGREEMENT: Council Enterprise Bargaining Agreement
REPORTS TO: Marketing Manager
REPORTING DEPARTMENT: Corporate Services

CORPORATE VALUES:

At all time the employee is required to act and been seen to act with:

1. Integrity
2. Respect
3. Accountability
4. Cooperation and Teamwork at our core
5. Sustainability in mind

1. The key objective measures include:

- The key objective(s) for this position include the following
The Marketing Officer position currently responsible for the development and delivery of marketing and communications strategies for the entire organisation.
Developing innovative ways to communicate key messages to customers, planning and project management and evaluating campaign success. Planning and producing advertising and collateral material, providing editorial and copywriting advice to a range of stakeholders. Handling social media and managing all aspects of Council's visual brand including graphics and writing style guide.
This position is also responsible for the project management of high-level, sensitive major project communications that maintain positive working relationships with resistant stakeholders.

2. The key accountabilities measures include:

- The key accountabilities for this position include the following:
 1. Development and delivery of marketing and communications strategies for the entire organization including:
 - Effectively manage Council's advertising budget to ensure accurate costing and efficient use of resources maximising return on investment
 - Continually audit, manage and innovate advertising services across multiple channels to remain contemporary and meet customer expectations
 - Develop, implement, monitor and review creative advertising campaigns that effectively and positively promote Council's services, facilities and projects, utilising a diverse mix of channels to ensure maximum benefit
 - Coordinate copywriting, proofreading and provide advice on Council publications and marketing collateral
 - Assist in the delivery of the Stakeholder Engagement and Communication Strategy as required

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2. Developing innovative ways to communicate key messages to customers, planning and project management and evaluating campaign success
3. Planning and producing advertising and collateral material, providing editorial and copywriting advice to a range of stakeholders including:
 - Identify issues, conduct research and draft advertising copy and editorial support which positively reflects Council's services to the public
 - Establish and manage key relationships with advertising providers and internal clients in relation to advertising including establishing panels of preferred suppliers
4. Handling social media and managing all aspects of Council's visual brand including graphics and writing style guide including:
5. Project management of high-level, sensitive major project communications that maintain positive working relationships with resistant stakeholders.
 - Liaising with elected members and council officers regarding the release of information
 - Investigate, provide recommendations and implement new and emerging communication channels to connect with our community
 - Photograph or arrange for photographic opportunities to support the generation of Council's publications and marketing collateral

3. The relationships measures include:

- General supervision from above.
- Supervise others.

4. The requirements measures include:

- Knowledge of all departments and the Council Structure.
- A high level of statutory requirements is needed.
- Sound discipline knowledge developed through experience and qualification is required.
- An Associate Diploma or degree qualification is required.

5. The characteristics measures include:

- At this level the duties of the employee will include setting project priorities, planning and organising work flows and work loads.
- Gain co-operation of clients and staff.
- General direction received from a Senior Officer.
- Utilises interpersonal skills to gain cooperation from others is a key component to achieve position outcomes.
- Exercise initiative and judgment where practices and direction not clearly defined.

6. The extent of authority measures include:

- Outcomes of a position at this level are central to a project and/or program of the Department.

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Government**

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- Freedom to act is restricted to mainly following clear objectives and/or budgets.
- Solutions for problems can be found in documented techniques, precedents, guidelines or instructions.
- Generally from manager on non-routine matters.

7. The mandatory qualifications measures include:

- The mandatory qualifications, licences and/or tickets required for this position include:
 1. Degree in marketing or communications
 2. Possession of a current "C" Class Drivers Licence.
- The desirable qualifications, licences and/or tickets required for this position include:

This position description is a true reflection of the current requirements of the role. Council will regularly review position descriptions and appropriately update them to ensure that they relate to the job being performed, or to incorporate whatever changes are being proposed. Where appropriate, employees will be consulted on the changes and employees are expected to participate in consultation.

I have read, understood and accepted the responsibilities as outlined in this position description.

Signature: _____ Date: _____



STEP 3

Management Dashboard

NEOS HR									
Position Analysis Questionnaire Results									
Ref ID	Date	POSITION NUMBER	POSITION TITLE	Unit	Segment	Created by	Result	Approved	
1364	11/15/2019	123	Phoenix Job	Anglican Schools	Anglican Schools PAQ	Mark Shaw	3	<input type="checkbox"/>	
1326	10/24/2018	123	Nari's Job	A: Admin, Technical or Community	Admin, Tech & Community	Mark Shaw	3	<input type="checkbox"/>	
1267	05/23/2018	1523	Marketing Officer	Anglican Schools	Anglican Schools PAQ	Mark Shaw	3	<input type="checkbox"/>	
1223	04/10/2017	123	test	A: Admin, Technical or Community	Admin, Tech & Community	Mark Shaw	3	<input checked="" type="checkbox"/>	
1197	03/10/2017	1523	Marketing Officer	A: Admin, Technical or Community	Admin, Tech & Community	Mark Shaw	5	<input type="checkbox"/>	
1196	03/09/2017	123	test	A: Admin, Technical or Community	Admin, Tech & Community	Mark Shaw	1	<input type="checkbox"/>	

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Dashboard includes:

- All history
- Unique ID per record
- Date created
- Type of performance review
- Author
- Result
- Draft V Approved
- Exportable to Excel for detailed analysis

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