

Position Descriptions Simple 3-Step Process

STEP 1

Simple BARS*-based User Interface Configured to Your Needs

MENU	NEOS HR	
Ref: 1197 , Position: 1523 - Marketing Officer , Position Analysis Que	onnaire	
Key Objective Key Accountabilities Relationsh	Requirements Characteristics Extent of Authority Mandatory Qualifications Notes	
Section Department		
Statutory		
No statutory knowledge required for position	at this level.	
For positions in the Admin stream, developing	statutory knowledge is recommended. For positions in the Environmental or Technical stream, a basic knowledge is required.	
Working knowledge of statutory requiremen understanding of the principles of the legisla	only is required. This means adequate statutory knowledge to enable the job incubent answer routine questions without reference to legislation. on will be required at this level.	Also a general
A knowledge of statutory requirements is ne	ded. Such knowledge requirements are at a sound level and relevant to the work area. A high level of statutory knowledge is unnecessary to fulf	il the position requirements.
A high level of statutory requirements is nee complete knowledge or expert knowledge is	ed. The position requires a person to be able to understand the relevant legislation well enough to be able to answer most questions quickly and nnecessary.	accurately. However
A comprehensive knowledge of statutory red	irements needed. At this level it is necessary to be fully cognisant with the vast majority and most detailed nuances of the relevant legislation.	
A comprehensive knowledge of statutory red	irements needed. At this level it is necessary to be fully cognisant with the vast majority and most detailed nuances of the relevant legislation.	
In addition to a comprehensive knowledge, a legislation is needed.	this level a detailed knowledge of statutory requirements is needed. I.e. Full knowledge of the legislation, the background and intent, and almost	st all the finer points of the
Discipline		-
Qualifications		
el Update Delete Approve Supervisor Comment		

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

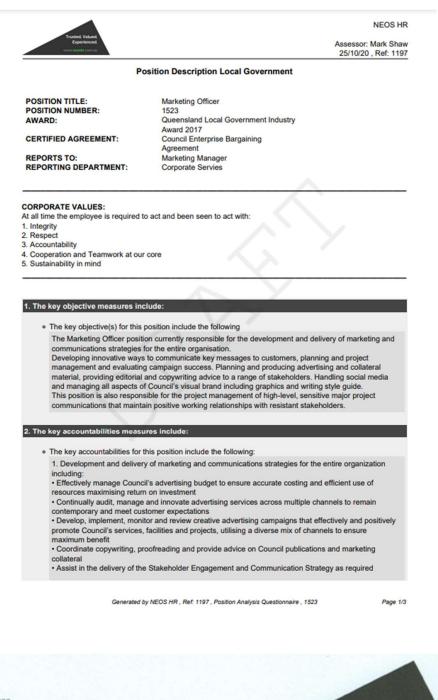
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STEP 2

Position Descriptions Generated Automatically



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25/10/20 - Ref: 1197

Position Description Local

Government

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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Position Description Local

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:
 Degree in marketing or communications
 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.

Date:

Signature:

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STEP 3

Management Dashboard

ef ID	Date 🚔	POSITION NUMBER	POSITION TITLE	Unit	Segment	Created by	Result	Approv
x (x) × () x	() x	() ×	() x	x	
1364	11/15/2019	123 Phoeni	x Job	Anglican Schools	Anglican Schools PAQ	Mark Shaw	3	0
1326	10/24/2018	123 Nari's J	Job	A: Admin, Technical or Community	Admin, Tech & Community	Mark Shaw	3	0
1267	05/23/2018	1523 Market	ing Officer	Anglican Schools	Anglican Schools PAQ	Mark Shaw	3	0
1223	04/10/2017	123 test		A: Admin, Technical or Community	Admin, Tech & Community	Mark Shaw	3	
1197	03/10/2017	1523 Market	ing Officer	A: Admin, Technical or Community	Admin, Tech & Community	Mark Shaw	5	C
1196	03/09/2017	123 test		A: Admin, Technical or Community	Admin, Tech & Community	Mark Shaw	1	0

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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



