Thank you for your interest in working with the Town of Cambridge. This document will help you prepare and submit a job application and includes information about the recruitment and selection process.

ABOUT THE TOWN OF CAMBRIDGE

Located on the stunning West Australian coastline and just minutes to the Perth CBD, the Town of Cambridge comprises some of Western Australia’s most prestigious and utilised facilities and is recognised as one of the more desirable areas in which to live and work.

ADVANTAGES OF WORKING AT THE TOWN OF CAMBRIDGE

Work / Life Balance
Flexible working hours / flexi days (available to most staff)
4.4 weeks annual leave per year

Healthy Lifestyle
Free health assessments, screening and vaccinations
Free entry to Bold Park Aquatic Centre

Attractive Superannuation
An extra 5% on top of statutory 9.5 % contribution for contributing members

Employee Assistance Program
All employees and their immediate family have access to free, confidential professional counselling via the Town's Employee Assistance Program.

Study Assistance Program
Study leave and financial assistance is available to employees undertaking work related study.

Other Benefits Include
Training opportunities - Free car parking - Reward and Recognition Scheme - Subsidised corporate uniform - 13 weeks Long Service Leave after 10 years’ service in Local Government, pro rata long service leave is available after 7 years’ service
WHAT IS THE SELECTION PROCESS FOR THIS POSITION?

The selection process is designed to assess your skills, knowledge and experience for the position. This will be undertaken online and accordingly it is important for you to please use Chrome, Firefox, Safari, Internet Explorer 8 or newer to complete the tests. **Please do not use your mobile phone:**

Applicants will be directed to an online platform where you will be asked to do the following:

1. Complete an application form and upload a resume and evidence of the required tertiary qualifications in communications or related discipline, as specified in the position description.

   **Please note:** the Town of Cambridge does not require applicants to submit a cover letter; however, if you wish to upload a cover letter it should be combined with your resume prior to uploading.

2. Applicants will be asked to answer 3 questions in response to the requirements of the role; for the role of *Communications and Marketing Officer* these questions are:
   - Please tell us about your experience and exposure to all social media platforms, digital marketing and current digital marketing trends.
   - Provide an example of when you have been required to handle organisational political sensitivities in developing and delivering a marketing plan by a deadline.
   - In your most recent role, tell us about how you demonstrated a customer service and continuous improvement approach in your work?

   Please give some thought to how you would answer these questions before commencing the application process.

3. Applicants will then be required to undertake a Universal Cognitive Aptitude Test and Employee Personality Profile.

   Both tests are undertaken online as part of the application process and may take up to 40 minutes to complete. You will receive a *Workplace Insights* report based on the results of the Employee Personality Profile on completion of the application process.

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**UNIVERSAL COGNITIVE APTITUDE TEST**

A language-independent aptitude test ideal for international candidates.

- Measures: Critical thinking, Problem solving ability, Attention to detail, Logic and analysis
- Questions: 40 Items
- Timed Test: 20 minutes

The Universal Cognitive Aptitude Test (UCAT) measures general cognitive aptitude, which includes the ability to solve problems, digest and apply information, learn new skills, and think critically. As a language-independent test, the UCAT does not test verbal ability, making it easily translatable and ideal for international use.
Shortlisted applicants will be invited to attend a face to face interview with the selection panel.

4. Following the interview process, preferred candidates may be required to undergo further testing.
5. Reference checking will be undertaken at the completion of all assessment to validate the preferred applicant's claims for the position.

Should you wish to find out more information on the Town of Cambridge please visit our website https://www.cambridge.wa.gov.au/Home

The Town is an inclusive employer and accordingly if you have a disability or condition that limits your ability to complete the online application process before the closing date please contact the HR team on (08) 9347 6012 to discuss an alternative lodgement method or reasonable adjustments to be made to the process.

IF YOU HAVE TECHNICAL ISSUES

You will need a reliable internet connection to complete the test.
You can access some information from the below link to help you prepare for the testing process.
https://www.criteriacorp.com/resources/candidates.php

When you first log in you will be asked to write down an Event ID. This is an important step as if you experience an internet connection issue and need to restart your assessment you will go to:

www.oda1.com and enter the Event ID

Ongoing technical issues please email help@criteriacorp.com; you will receive a response within 1 business day
Position Description

| Role title: | Communications and Marketing Officer |
| Grade: | 3 |
| Position Number: | 517 |
| Directorate: | Office of the CEO |
| Position Objective: | To assist with the delivery of efficient and effective communications across web and social media channels including the development, management, maintenance, monitoring, innovation and growth of social and digital communication and supporting community and stakeholder engagement, events and publications. |
| Stakeholder Engagement: | Works collaboratively with the Coordinator Governance and Office of CEO and the Communications Officer to ensure efficient and effective communications across web and social media channels as well as supporting community and stakeholder engagement, events and publications |
| Direct Manager: | Coordinator Governance and Office of CEO |
| Direct Reports: | Nil |
| Total Staff Responsibility: | Nil |

| Our values |
|---|---|---|---|---|
| Friendly and helpful | Teamwork | Creativity | Integrity | Respect |

Acknowledgement

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Position registered by

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Key Responsibilities

In the context of the position and the Town’s vision and values:

- Work with the Coordinator Governance and Office of CEO and the Communications Officer to provide communication direction and support across the organisation in regard to digital communications.
- Maintain a thorough knowledge and provide advice on best practice approaches to digital channels and technology for the Town’s communication activities.
- Coordinate a calendar and strategic approach for the creation and placement of advertising and campaign material for various departments within the organisation.
- Manage the day-to-day administration of organisational websites ensuring relevant and updated information in the area of events, news and content.
- Develop, manage, maintain and monitor the innovation and growth of social and digital communications across the organisation including analytical reports on social media platforms and websites to support optimisation and user experience improvements.
- Work with the Communications Officer to identify, create, edit and publish high level content for a range of difference audiences across all digital channels, including managing the scheduling of communications across various platforms and coordinating content requests.
- Identify potential issues across digital platforms and make recommendations for managing risks and minimising impact.
- Develop and manage collaborative relationships with a range of stakeholders and external organisations to support the effective and efficient delivery of digital organisational outcomes.
- Monitor Elected Member social media posts and assist with Elected Member information bulletin, event management, public relations and communication associated with the citizenship and other corporate-like events. Work with the Coordinator Governance and Office of the CEO to coordinate the response to media enquiries in the absence of the Communications Officer.
- In all actions, be accountable and employ ethical decision making and good governance in line with Town of Cambridge Code of Conduct, values, policies, procedures and broader aspirations.
- Be engaged in sustainability initiatives and proactively suggest ways to improve recycling, energy and water consumption in Town operations and how Cambridge can maintain its natural environment in line with Town policy and the Strategic Community Plan.
- Take reasonable care to ensure your own safety and health and that of others, comply with instructions given for the safety of yourself and others and co-operate with management in its fulfilment of its legislative obligations, in line with Town policy.

Selection Criteria

The following selection criteria are identified as being required to achieve the outcomes in the context of this position. Applicants will need to provide evidence of their capacity to transfer their knowledge and skills to achieving the outcomes of this position.

1. Sound understanding of the current digital space including social media platforms with experience in writing and producing digital content and developing digital communication strategies.
2. Experience in search engine optimisation, working with content management systems, video editing and web publishing/analytics software.
3. Experience in identifying issues across digital platforms and providing recommendations for risk management.
4. High level written and verbal communication skills, including the ability to translate complex issues into simple messages and produce a range of communication materials in a variety of formats.
5. Sound organisation and time management skills including the ability to simultaneously manage a number of deliverables with competing deadlines.
6. Tertiary qualification in communications or related discipline and experience in a digital communications role. Graphic design experience will be highly desirable.