



METROPOLITAN
CEMETERIES BOARD



JOB DESCRIPTION FORM

OUR VALUES: Compassion, Respect, Understanding and Integrity



Community Engagement Officer

Classification: Level 5

Division: Customer Sales and Support

Position Number: 1062

Directorate: Community Liaison and Education

Location: Metropolitan sites

FTE Managed: Nil

Leadership Context: Personal Leadership

Award/Agreement: GOSAC/PSCSA Agreement 2022 (as amended)

About the position

The [Community Engagement Officer](#) is responsible for developing and implementing community engagement strategies to enhance public awareness and understanding of cemetery services through community engagement activities, including events, website, social media and other collaboration opportunities.

About the Metropolitan Cemeteries Board

The Metropolitan Cemeteries Board (MCB) is a statutory authority responsible for the sustainable management of cemeteries in the Perth metropolitan area: Fremantle, Guildford, Karrakatta, Midland, Pinnaroo Valley Memorial Park, Rockingham Regional Memorial Park and Gnangara Aboriginal Cemetery.

The MCB is a leader in cemetery management, delivering caring and sensitive experience with burial, cremation, memorialisation, community engagement and record keeping services, and is responsible for the licensing of Funeral Directors and Monumental Masons operating at MCB cemeteries.

The [Community Engagement Officer](#) engages the community through programs and information sharing to better understand the needs of the customer to enable MCB to deliver services now and in the future.

Corporate responsibilities

- Works within corporate policies and procedures, acts with integrity and demonstrates ethical behaviours with the MCB Code of Conduct.
- Takes reasonable care to protect your own health and safety at work, and that of others by co-operating with the health and safety policies and procedures and complying with applicable work health and safety legislation.
- Performs other duties as required.
- Current and valid 'C' drivers license, or equivalent.



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What the position involves

Community information and branding

- Manage the strategic development, research and evolution of MCB's website presence, ensuring it reflects effective, accurate and up to date information through collaboration and engagement with internal team, stakeholders and users.
- Generate SEO focussed, creative and compelling content, enabling e-commerce opportunities including visuals and copy for and the website.
- Conduct research and develop a social media strategy that effectively delivers MCB communications, stakeholder needs and brand strategy using all channels that assist in achieving MCB goals.
- Ensure all digital content aligns with MCB brand and messaging guidelines and protocols.
- Develop corporate and public documents, including annual reports, brochures and guides.
- Collaborate with operational, sales, and customer service teams to align community outreach efforts with broader organizational messaging and branding strategies.

Community engagement

- Develop and implement community engagement and outreach programs to enhance public/consumer awareness and understanding of cemetery services within the metropolitan area.
- Foster positive relationships with local communities, religious organizations, and civic groups through active participation in community events, initiatives, sponsorships and partnerships.
- Coordinate and execute events, such as open houses and workshops, to facilitate direct interaction between the community and the MCB.

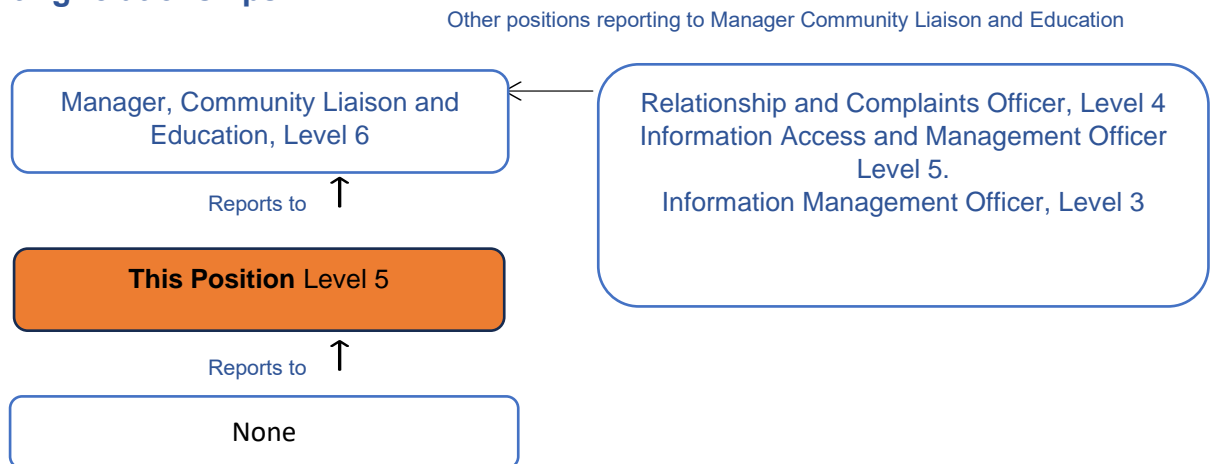
Research and analysis

- Use analytical tools to track performance metrics of website, social media and community engagement and adjust strategies based on insights.
- Monitor and analyse community feedback and sentiment to provide insights for continuous improvement in community relations and education initiatives.
- Maintain data base and personal history information for current and potential candidates for historical and heritage walking trails.
- Stay informed about social media trends, community engagement best practices and industry developments to implement innovative strategies.



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Reporting relationships



Capabilities required – the behaviours necessary to perform the role

We consider all our people leaders and as such we expect our people to adopt the expected behaviours and associated mindsets outlined in Building Leadership Impact and Leadership Expectations. For this role the expected behaviours are demonstrated in the context of [Personal Leadership](#). The Personal Leadership context is about the work of individuals not yet in traditional leadership positions who make a direct and immediate difference to the agency.

- **Lead collectively:** You proactively identify, build and nurture key relationships and leverage these to work together and focus on the greater good, and meet objectives.
- **Think through complexity:** You think critically, work to reduce ambiguity and uncertainty, assess solutions and impacts, and take calculated risks.
- **Dynamically sense the environment:** You are in tune with the political, social and environmental trends that impact the work and industry, understand and recognise the community's need and leverage relationships for desired outcomes.
- **Deliver on high leverage areas:** You constructively question and challenge existing standards and priorities to improve the outcomes of your team or work area.
- **Build capability:** You understand your team's needs and encourage them to undertake practices that support wellbeing. You develop a positive and healthy culture in your team.
- **Embody the spirit of public service:** You demonstrate empathy, care and support for the wellbeing of your stakeholders and those you lead and influence.
- **Lead adaptively:** You continuously seek to understand personal strengths and areas for improvement, be adaptive to change and adjust leadership style in different contexts.



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Work related requirements - matching the right person to the job

The selection process includes assessing applications against the role specific requirements listed below and includes the ability to demonstrate how you apply the expected behaviours.

1. Proven experience managing and creating content for multiple media platforms, including use of digital analytical tools (*build capability, think through complexity*).
2. Experience in development and delivery of social media and community engagement strategies and events (*deliver on high leverage areas*).
3. Strong interpersonal and communication skills with the ability to connect with diverse audiences in compassionate and respectful manner (*embody the spirit of public service, lead collectively*).
4. Strong skills in graphic design with experience in development of corporate publications (*lead collectively*).
5. Understanding of digital marketing principles and best practices (*lead adaptively, dynamically sense the environment*).

The Government of Western Australia acknowledges the traditional custodians throughout Western Australia and their continuing connection to the land, waters, and community. We pay our respects to all members of the Aboriginal communities and their cultures, and to Elders both past and present.

Certification:

Date Registered	Date Classified	Delegated Authority
3 / 4 /2024	3 / 4 /2024	
Allison Taaffe pp J Brown Manager Human Resources		



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