

POSITION DESCRIPTION



Title:	Manager Communications and Engagement
Position Number:	OR200
Classification:	Senior Officer
Directorate:	Corporate Services
Department:	Communications and Engagement
Award:	Greater Shepparton City Council Enterprise Agreement / Victorian Local Authorities Award 2001
Incumbent:	Vacant

ORGANISATIONAL RELATIONSHIPS

Reports to:	Director Corporate Services
Direct Reports:	■ Team Leader Customer Service ■ Team Leader Marketing ■ Team Leader Web ■ Team Leader Communications
Primary Internal Relationships:	■ Chief Executive Officer ■ Executive Team ■ Responsible Managers ■ Mayor and Councillors ■ All Staff
Primary External Relationships:	■ Greater Shepparton businesses, services, organisations, agencies and peak bodies ■ Creative, production and media placement agencies ■ Federal, state and local government stakeholders ■ Consultants

POSITION OBJECTIVES

- Position and maintain the strength of the Greater Shepparton City Council “brand” by ensuring Council is well presented and transparent and effectively engages and communicated with the community.
- Ensure effective communication and engagement between Council, its citizens and the community.
- Competitively position Greater Shepparton as a significant regional city by undertaking planned, creative, collaborative and strategic activities.
- Ensure a best practice approach to the delivery of organisational customer service.

KEY SELECTION CRITERIA

- Tertiary qualifications in a field relevant to marketing, communications, public relations or business.
- Sound political acumen and a knowledge of relevant Federal, State and Local Government legislation and practices.
- Strong interpersonal skills and the ability to work collaboratively with a range of stakeholders.
- Extensive experience in leading a professional communications and marketing department providing services across a complex organisation.
- Excellent written and verbal communication skills, with the ability to produce high quality report and policies, to make formal presentations and to represent Council.

KEY RESPONSIBILITY AREAS

- Provide a high level of strategic communications and public relations advice to Council, the Chief Executive Officer and senior management.
- Manage Council's marketing and communications, digital media and design, business and service marketing and customer service programs.
- Manage the Council brand and related sub-brands including Aquamoves, Riverlinks and KidsTown.
- Devise an annual marketing strategy that aligns with the Council Plan, building on the Council brand and ensuring that Council's key services and programs are effectively and successfully conveyed to the community.
- Work collaboratively with Council departments to effectively position and market Council's services and programs.
- Evaluate the effectiveness of Council's communications to ensure that processes and outcomes are of a high quality and that the methodologies used are well targeted and appropriate to the purpose.
- Manage the organisational internal communications framework.
- Establish and maintain effective relationships with relevant media representatives to assist Council to clearly communicate issues to its citizens.
- Manage programs and external working groups to position Greater Shepparton as a key regional city to invest in, live, work and access businesses and services.
- Be an effective spokesperson for Council and media representative when required.
- Develop key communications and messages for the Mayor, Councillors and Chief Executive Officer.
- Assist effective communication between Council and identified special interest groups, including those from non-English speaking backgrounds.
- Develop policies, procedures, guidelines and appropriate tools for use by Council staff.
- Manage the quality and accuracy of community information.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

This position is accountable for:

- Delivery of the Council Plan and Service Unit responsibilities.
- Delivery of initiatives and projects in line with allocated budgets and timelines.
- A commitment to staff development, innovation and continuous improvement in service delivery.
- Effective leadership and management of the Communications and Engagement Department to ensure the effective delivery of policy and service functions.
- Ensuring the provision of strategic communication and public relations advice to Council, the Chief Executive Officer and Senior Management.
- Undertaking department planning, budget preparation and management.
- Managing contractors and consultants as needed.
- Ensuring Branch compliance with Council policies, procedures and guidelines.
- Ensuring Branch activities and processes are reviewed in the context of Council's Best Value program and support the wider organisational Best Value program as required.
- Prioritising and guiding the work plan of department staff to deliver on department plan and provide high level customer service to ensure stakeholder expectations are met in a timely and appropriate manner.

This position has the authority to:

Subject to and within the framework of the provisions of relevant legislation and statutory requirements and Council's policies and procedures, the incumbent has the authority to:

- Manage staff within approved organisational policies and delegations.
- Enter into contracts, and authorise payments within approved policies and delegations.
- Undertake department planning, budget preparation and management.
- Manage contractors and consultants as needed.

Judgement and Decision Making

- Responsible for decisions, recommendations, reports and advice given to Council, staff, other authorities and the community on relevant campaigns, processes, policies and practices relating to the Greater Shepparton community.

- The overall management of the Department within organisational parameters. This will involve timely and accurate evaluations of sometimes complex and sensitive issues and recommendations of appropriate action to the Director Corporate Services as and when required.
- The provision of advice and recommendations on the Department functions.
- The development of strategic and operational plans and policies within broadly defined divisional parameters.

Multiskilling and additional duties

- The incumbent of this position may be directed to carry out such duties as are within the limits of the employee's skills, competence and training, provided such duties do not result in a narrowing of the employee's skill base.

SKILLS AND KNOWLEDGE

Specialist Skills and Knowledge

- Ability to effectively manage politically sensitive issues.
- Significant experience in developing, implementing and evaluating marketing and business strategies.
- Significant experience in writing and managing the production of publications. Including but not limited to, internal communications, external Communiqué, the Council Plan and Annual Report as well as responsibility for regular publications, staff newsletters and a range of other high quality booklets, leaflets, and web-based publications.
- Ability to oversee the preparation of major communications.
- Sound knowledge of web services and social media as communication and engagement tools.
- Established and effective working relationships with a range of businesses, services and media organisations.
- Exposure to all levels of Government and a wide range of special interest groups and a deep understanding of Local Government processes

Management Skills

- Demonstrated ability to achieve results within budgetary constraints.
- Preparation and presentation of management reports including the ability to select and maintain appropriate performance management data.
- Strong human resource management skills with an emphasis on supporting high performing teams.
- Ability to work within a corporate management team and to gain the cooperation and support from others.
- Excellent leadership skills and ability to communicate a clear strategy and direction and support staff to achieve organisational and personal goals

Interpersonal Skills

- Exceptional communication and relationship management skills.
- Ability to think critically and plan strategically.
- Strong interpersonal skills at a senior management level.
- Political skills and acumen.
- High level of creativity and willingness to trial new ideas.
- Ability to problem solve.
- Personal drive and initiative.
- Team player.

QUALIFICATIONS AND EXPERIENCE

- Relevant tertiary qualifications in a field relevant to marketing, communications, business and/or public relations.
- Post-graduate qualifications in communications, marketing or business would be well regarded.
- Demonstrated experience in the fields of marketing and communications, including significant experience in strategy and campaign development and management and emergent issues.
- Significant experience in advising and guiding senior people on media and political issues.
- Ability to think conceptually, creatively and strategically on marketing and communication issues and outcomes.
- Demonstrated ability to utilise web services and social media in communications and marketing.
- Sound political acumen and a knowledge of relevant Federal, State and Local Government legislation and practices.
- Strong interpersonal skills and the ability to work collaboratively with a range of stakeholders.

- Extensive experience in leading a professional team providing a range of services across a complex organisation

OTHER INFORMATION

This position description is an overview of the role; reasonable adjustments to the role that do not change the overall level, scope or intent of the original position may be discussed and agreed to in consultation with the incumbent.

It is a prerequisite of this position that the incumbent holds and maintains a current:

- Victorian Drivers Licence

LEGISLATION

As a Council officer the incumbent is required to be aware of and adhere to the following acts, regulations and codes (as replaced from time to time):

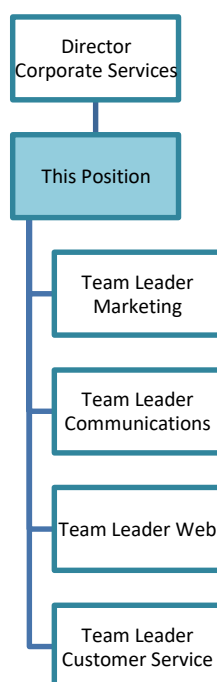
- Local Government Act 2020
- Occupational Health and Safety Act 2004
- Equal Opportunity Act 2010
- Greater Shepparton City Council – Employees Code of Conduct

This is not an exhaustive list and individual roles may have responsibilities under other forms of legislation.

ORGANISATIONAL CONTEXT

Departmental Overview

The Communications & Engagement Department provides the marketing & communications, digital media and design and customer service functions for Council. Activities are delivered in accordance with annual marketing strategies and business plans aligned to the organisational Council Plan and developed in collaboration with internal and external stakeholders.



VALUES

Our Values reflect what we feel is important. Organisations may have core values that reflect what is important in the organisation.

These values may be guiding principles of behaviour for all members in the organisation.

**Respect first,
always**

We are attentive, listen to others and consider all points of view in our decision making.

**Take
Ownership**

We take pride in honouring our promises and exceeding expectations, and are transparent with and accountable for our actions.

**Courageously
Lead**

We lead with integrity, and stand up and stand by what is in the best interests of the Greater Shepparton Community.

**Working
Together**

We work collaboratively to create higher quality outcomes that are more efficient, thoughtful, effective and responsive. We cannot accomplish all that we need to do without working together.

**Continually
Innovate**

We are open to new ideas and creatively seek solutions that encourage us to do our best for our community.

**Start the
Celebration**

As ambassadors for our people and place, we proudly celebrate the strengths and achievements of Council and the Greater Shepparton Community.

SHARED ORGANISATIONAL RESPONSIBILITIES

Occupational Health and Safety

All employees are responsible for the effective implementation of the Greater Shepparton City Council Safety Management System and demonstrate a commitment to effective risk management and minimisation. This includes:

- Taking reasonable care for their own safety and that of others at work.
- Obey all instructions from their supervisors to protect their own personal health and safety and that of others.
- Actively participate in OH&S training and awareness programs.
- Follow and encourage work group adherence to safe working procedures, instructions, guidelines and practices and recommend change if considered inadequate.
- Using safety devices and PPE correctly and when required.
- Reporting any incidents, near misses or safety hazards to supervisors, management or HSR's.
- Ensuring that they do not endanger any other person through any act or omission at work.
- Ensuring they are not affected by the consumption of alcohol or other drugs, illness or fatigue or endanger their safety or that of others.
- Actively participate in work group OH&S activities such as toolbox sessions.

Customer Service

Our customers are persons or organisations that use or needs a services provided by Greater Shepparton City Council.

We believe service excellence is the ability to provide a high quality consistent and empathetic service to our customers in line with Council objectives and statutory obligations.

Greater Shepparton City Council recognises customer service as a whole of Council responsibility. We will strive to provide service excellence through:

- Informed professional guidance and advice.
- Listening to and understanding our customer needs.
- Developing skilled and motivated staff.
- Strengthening relationships between staff and the customer.
- Ongoing evaluation reporting and continuous improvement.

Recordkeeping

As an employee of the Victorian Public Service Sector, you have a statutory obligation to maintain the confidentiality, integrity and availability of public sector information. It is your responsibility to ensure you are fully aware of the recordkeeping responsibilities detailed in the Greater Shepparton City Council's Records and Information Management Policy, Framework and associated procedures. It is a requirement for all staff to create, capture and protect the full and accurate records of all work related decisions and activities into relevant approved corporate systems.

Emergency Management

Greater Shepparton City Council understands and accepts its roles and responsibilities in emergency management operations described in the Emergency Management Act (1986 & 2013) and it is a core function of Council business.

The incumbent may, at times be asked to assist in Council's emergency management operations, within reason.

Risk Management

All employees are to:

- Understand the principles and purpose of Risk Management and the associated framework activities.
- Understand all the risks associated with their activities and assist their Manager/Team Leader in the identification and management of risks.

Child Safety

Council is a child safe organisation with zero tolerance for child abuse. Council adheres to the Victorian Child Safe standards and related legislation and Council acknowledges the cultural safety, participation and empowerment of all children especially children from Aboriginal and Torres Strait Islander, or culturally and/or linguistically diverse backgrounds and those with a disability. As such, all staff must ensure that their behaviours and actions are consistent with these standards.

INHERENT PHYSICAL AND COGNITIVE REQUIREMENTS

The frequency of the physical and psychosocial demands required of the position are defined as:

Never (N)	Does not occur
Rarely (R)	May occur but does not occur daily or weekly. (1% - 5% of the time spent)
Occasionally (O)	Does occur, time is set aside to perform this activity. (6% - 33% of the time spent)
Frequently (F)	Occurs daily or takes up a large percentage of the day. (34% - 66% of the time spent)
Constantly (C)	Primary activity for this position. (67% - 100% of the time spent)

	N	R	O	F	C
Work Environment					
Indoors					X
Outdoors			X		
Slippery Surfaces		X			
Uneven ground/Sloped areas		X			
Work in isolation		X			
Work in confined spaces	X				
Work at heights	X				
Work in dusty/fumes/foul smells	X				
Exposure to loud noises requiring hearing protection	X				
Exposure to personal waste	X				
Body Posture					
Standing				X	
Sitting					X
Squatting/Crouching		X			
Kneeling		X			
Twisting			X		
Bending			X		
Manual Handling					
Reaching or working overhead (above shoulder)		X			
Reaching forward			X		
Gripping/fine motor movement					X
Pushing/restraining		X			
Driving a vehicle				X	
Lifting floor to waist		X			
Lifting waist to overhead	X				
Lifting from a truck/trailer	X				
Lifting 0 - <5kg			X		
Lifting 5 - <10kg	X				
Lifting 10 - <15kg	X				
Lifting 15kg+	X				
Carrying awkward loads		X			
Climb steps/stairs/ladder				X	
Exposure to vibration	X				
Psychosocial					
Give direction to others					X
Dealing with aggressive customers		X			
Dealing with upset customers			X		
Supporting dependent persons			X		

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	N	R	O	F	C
Cognitive					
Written communication					X
Verbal communication					X
Comply with legislation				X	
Problem solve				X	
Reason/make sense of things					X
Make critical decisions					X
Ensure accuracy/details					X
Remember names/details				X	
Show creativity				X	
Examine/observe others				X	
Work quickly				X	
Concentrate amid distractions				X	

ACCEPTANCE AND AUTHORISATION

Employee

I have read and understand the requirements and expectations of the Position Description. I agree that I have the physical and cognitive ability to fulfil the inherent requirements of the position and accept my role in fulfilling the key responsibilities and corporate values. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Name: _____

Signature: _____

Date: _____

Authorising Officer

By signing below the Authorising Officer indicates their agreement with and approval of the position description.

Authorising Officer Name: _____

Position: _____

Signature: _____

Date: _____