



POSITION DESCRIPTION

POSITION TITLE:	Executive Manager Communications & Engagement
AWARD CLASSIFICATION:	Senior Officer
DIRECTORATE:	Executive
APPROVED BY:	Chief Executive Officer
Date:	February 2020

POSITION OBJECTIVES:

- To provide leadership, direction and support to staff within regarding communicating Council's performance and promoting Council's achievements and successes.
- Develop proactive marketing and communications campaigns for Council's major projects, events, services, initiatives and decisions.
- Review and implement Council's communications strategy based on Council's commitments, capital projects and events.
- Ensure Council's initiatives, activities, events and programs are proactively communicated to the community and stakeholders in a positive light. This will involve building and maintaining positive media relations, stakeholder relations and responding to enquiries and activities.

KEY RESPONSIBILITIES AND DUTIES:

- To be the key liaison person for nominated Council business units and work as a business partner to develop and implement communication strategies and campaigns for projects, services, initiatives and decisions
- To liaise and work with other staff to ensure the effective delivery of all communications campaigns.
- Develop and implement stakeholder engagement strategies that enhance the communication and relations between the Council, the organisation, the media, the local community and the broader region.
- Maintain positive links with stakeholders to ensure that Council's communications project a positive, customer oriented image of Council.
- To develop media strategies and materials appropriate to the issues on behalf of the CEO, Mayor, Councillors, Directors and Managers.
- To coordinate speech notes, comments/opinions for the Mayor, Councillors, Senior Managers and other outputs as required.
- To coordinate on behalf of the Councillors, Mayor and CEO for a broad range of Council's communications including Council's community newsletter, Strathbogie Council website, Council Annual Report and other external publications.
- Coordination of Council's corporate communication tools and advertising.
- To assist in the day to day management of the Organisation's corporate identity.
- To seek out opportunities to positively promote Council and its services.
- To develop and manage Council's overall communication strategy.

- Work in accordance with Council policies and statutory obligations including OH&S, Risk Management and EEO policies and procedures and relevant legislative requirements.
- Carry out other allocated tasks related to communications as directed including tasks agreed to as part of the annual performance assessment process.

ORGANISATIONAL RELATIONSHIPS:

Reports to:	Chief Executive Officer.
Supervises:	Communications Officer.
Internal Relationships:	Councillors, Chief Executive Officer, Directors, Managers, Executive Managers and Council Staff.
External Relationships:	Community, State and Federal Government Departments; Media – local, state, national and international as well as trade and industry; Community – individuals, groups, clubs, schools, committees, charities, services clubs, sporting associations; Businesses, industry and their associations; Other local governments

GUIDING PRINCIPLES:

Strathbogie Shire Council recognises that great organisations are built on shared and demonstrated values. All Council employees are expected to demonstrate commitment and act in accordance with the following guiding principles:

- **Progressive & Responsive** – We are leaders in local government innovation and are responsive to the community.
- **Fair & Consistent** – We are fair and consistent in our thinking, actions and decisions.
- **Open & Honest** – Leaders are open and accessible. Staff are confident to speak their mind. We value honesty.
- **Selfless & Inclusive** – We take a “Shire First” approach and value the participation and opinion of all.

OCCUPATIONAL HEALTH AND SAFETY

- The incumbent must demonstrate a strong commitment to workplace health and safety and effective organisational and public risk management and must take all reasonable care in the performance of his/her duties to prevent injury to him/herself and others.
- The position is responsible for complying with the Council’s Occupational Health and Safety management program and relevant legislation by working in a safe and responsible manner taking into consideration other staff members. Responsibility includes correct use of equipment and the identification and reporting of workplace incidents and hazards.

RISK MANAGEMENT

- Ensure that activities, functions and responsibilities are carried out in accordance with statutory obligations and legal procedures, with minimal exposure to risk and litigation.
- Ensure Council’s Risk Management Policy and Procedures are observed and complied with at a personal level.

- Promote the identification, evaluation and documentation of risks in the Risk Register and ensure that existing and new risks are effectively managed.
- Monitor and assess the risks documented in the Risk Register.
- Maintain sound risk management practices.
- Create an environment where risk management is accepted as a responsibility of staff.
- Ensure that effective risk communication occurs.
- Ensure the development and promotion of risk identification procedures.
- Provide quality advice to the CEO on the elements of risk considered to be an exposure to Council operations.
- Maintain overall responsibility for the effective management of all types of risk.
- Develop and foster working relationship with other agencies with which Council has a shared risk.
- Ensure that employees are adequately trained in the identification, assessment and procedures available for minimisation of organisational risk.
- Acknowledge the management of risk is an integral part of service planning and delivery and there needs to be appropriate resources and support provided to manage those risks.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Accountable to the Chief Executive Officer for the quality, effectiveness, cost and timeliness of work plans, programs, projects, events, initiatives, including systems and technology being managed.
- Effective management of campaign timelines and budgets.
- To provide advice to senior management and Councillors in matters relating to media relations and public relations campaigns.
- Subject to the provisions of the *Local Government Act 1989* (as amended) and Council policies and procedures, the incumbent has the authority to make decisions about the implementation of appropriate work practices to achieve Council's goals and objectives and provide effective and quality communications.
- The role frequently requires the Executive Manager Communications and Engagement to act as an 'in-house consultant' to internal customers, accepting responsibility and making professional communication judgements.
- The incumbent is required to report to the Chief Executive Officer any issues which he/she is unable to resolve in the workplace.

JUDGEMENT AND DECISION MAKING

- The incumbent will be required to research, identify, develop and implement communication campaigns. This will necessitate an ability to work individually and as part of a team and to provide and make detailed recommendations to the Chief Executive Officer.
- Ability to make recommendations and advise all levels of staff and Councillors.
- Develop and maintain a strategic communications strategy for the organisation.
- Considerable degree of problem solving into policy formulation and to achieve strategic objectives within resource constraints.
- Make decisions on matters, which are the responsibility of the position, provided that these are within delegated authority, legislative requirements and in accordance with the requirements of the Chief Executive Officer.
- Exercise judgement when dealing with complex issues and an ability to utilise effective problem solving skills.
- Make decisions related to the issue at hand based on in-depth knowledge and understanding of the Shire's broader goals and objectives.
- Apply specialist knowledge and techniques to new situations.

- To provide excellent customer service to all areas of Council, the community and other external stakeholders.
- Use initiative based on experience and or knowledge in determining suitable action, and seeks guidance from outside the organisation if and when required.

SPECIALIST KNOWLEDGE AND SKILLS

- Demonstrated expertise in developing and execution of communications campaigns.
- Experience in public relations or communications in a high pressure environment.
- Ability to develop comprehensive and targeted communications campaigns to meet set goals.
- High levels of comprehension and an understanding of news and current affairs especially as they relate to Council and local government more broadly

MANAGEMENT SKILLS

- Capacity to set priorities, organise and complete work requirements in the most efficient and effective way within Council's resources.
- Commitment to the principles of excellence in customer service
- Ability to manage competing demands from multiple stakeholders.
- Well-developed administrative and negotiation skills.
- Knowledge and experience in managing communications and public relations.
- Understanding of financial management, the organisations long term goals and the legal and political context in which the organisation operates, and the ability to monitor and manage budgets.
- Ability to manage competing priorities, manage time effectively and meet deadlines to achieve objectives.
- Ability to work flexibly and with minimum supervision.
- Ability to negotiate complex relationships.
- Flexibility to undertake a range of concurrent and diverse tasks.
- Knowledge and experience in use of related software applications.

INTER-PERSONAL SKILLS

- Excellent communication, presentation/delivery and customer relations skills.
- Exceptional writing skills and strong communication skills.
- Ability to work cooperatively with a diverse range of staff, agencies, media and stakeholders including government agencies and Councillors.
- Interpersonal skills required to motivate and encourage participation and support from other parts of the organisation.
- Ability to negotiate with others to resolve cross-functional issues.
- Ability to influence and involve staff from different divisions and disciplines to produce solutions and strategies supported by those staff.
- Ability to relate professionally and enthusiastically to a diverse range of people, both external and internally.
- Use initiative and act professionally, with integrity, discretion and confidentially.
- Ability to problem solve and to employ excellent oral communication skills.

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualifications in Communications/Public Relations.
- Demonstrated experience working within a Government department or similar organisations with political sensitivity.
- Current Victorian Drivers Licence.

KEY SELECTION CRITERIA

Essential

- Relevant tertiary qualifications and/or experience in Communications/Public Relations or similar relevant discipline.
- Demonstrated success in developing and implementing communications campaigns.
- Excellent oral and written communication skills to develop corporate communication strategies, speeches, media releases, annual reports and correspondence.
- Ability to develop relationships, work cooperatively and relate professionally and enthusiastically to a diverse range of people, both external and internally.
- Strong interpersonal and communication skills.
- Experience working in a high pressure environment and managing competing priorities and tight timeframes.
- Ability to lead all key engagement channels including media liaison, web design and social media.
- Knowledge and experience in developing and implementing key performance indicators, monitoring and reporting systems, trend analysis and development of strategic plans.
- Ability to analyse data and use initiative to foresee future trends and issues, and prepare accordingly.
- Excellent interpersonal with well-developed negotiation skills, and the ability to encourage participation and support from others.

Desirable

- Previous experience in Local Government.
- Knowledge of local government or political environments.

SIGNATURES

Employee

Name:

Signed:

Date:

Chief Executive Officer

Name:

Signed:

Date: