

## POSITION DESCRIPTION

### Communications & Engagement Advisor

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| <b>Award Classification</b> | Victorian Local Authorities Award 2001 – Band 6                        |
| <b>Directorate</b>          | Executive  |
| <b>Reports to</b>           | Executive Manager Communications, Engagement & Advocacy                |
| <b>Supervises</b>           | Nil  |
| <b>Approved By</b>          | Executive Manager Communications, Engagement & Advocacy,<br>March 2025 |

### OUR 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.

### POSITION OBJECTIVES

- To communicate organisational messages and initiatives as set out and approved by the Executive Manager Communications, Engagement & Advocacy.
- To roll out effective and positive communications, and proactive media campaigns for Council’s major projects, events, services, initiatives and decisions.
- To develop engagement programs that ensure community input into our decision-making process.
- To 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

- Develop engagement plans that ensure broad community engagement is achieved.
- Develop engagement reports that ensure community feedback and advice is clear.
- Assist in the development and delivery of deliberate engagement processes for Council Plan, Budget and Asset Plan.
- Prepare and distribute quality and creative media releases and marketing materials to preserve and build the organisation’s brand and reputation.
- Organise interviews with key Council spokespeople and arrange key messages to ensure spokespeople are well informed.
- Update Council’s website and social media channels as required.
- Arrange advertising and marketing as required.
- Write key publications for Council where required.
- Ensure the effective delivery of all communications and engagement campaigns via cooperation with Council staff and business areas to reinforce a consistent and recognisable brand.
- Assist Mayor and Councillors in identifying and managing any adverse publicity or threats to reputation as appropriate in consultation with the Executive Manager Communications and Engagement.
- Attend Council meetings/functions and other events in the capacity of Communications and Engagement Adviser, and prepare media releases and marketing initiatives based on these events (including taking photographs for media).
- Other duties that are aligned with the incumbent’s skills, competency and training as required.

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### 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.

### ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Accountable to the Executive Manager Communications & Engagement for the quality, effectiveness and timeliness of work plans and programs.
- The freedom to act is governed by clear objectives and/or budgets with a regular reporting mechanism to ensure adherence to goals and objectives. The effect of decisions and actions taken at this level is usually limited to the quality or cost of the programs and projects being managed.
- The position is required to assist with the development of policies, procedures and strategies relevant to Communications that deliver industry best practice services.

### JUDGEMENT AND DECISION MAKING

- The nature of the work is usually specialised with methods, procedures and processes developed from theory to precedent. The work may involve improving and/or developing methods and techniques generally based on previous experience. Problem solving may involve the applications of these techniques to new situations.
- Guidance and advice are usually available.

### SPECIALIST KNOWLEDGE AND SKILLS

- Understanding of the long-term goals of the functional unit in which the position is placed and of the relevant policies of both the unit and the wider organisation.
- Familiarity with relevant budgeting techniques.
- An excellent understanding of the media including social media.
- An excellent understanding of community engagement and the IAP2 principals.
- Skills in preparing media/communications documentation.
- Skills in administering websites and social media tools to grow user interaction.
- General understanding of news and current affairs especially as they relate to Council and local government more broadly.

### MANAGEMENT SKILLS

- Skills in managing time, setting priorities and planning and organising one's own work so as to achieve specific and set objectives in the most efficient way possible and within a set timetable.
- Understanding and an ability to implement basic personnel policies and practices including those related to equal opportunity, occupational health and safety and employees training and development.

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### INTERPERSONAL SKILLS

- Excellent communication, presentation/delivery and customer relations skills.
- Ability to convey and enhance understanding of complex information
- Ability to relate professionally and enthusiastically to a diverse range of people
- Use initiative and act professionally, with integrity, discretion and confidentially.
- Ability to write reports and to prepare external correspondence.
- Ability to gain cooperation and assistance from clients, members of the public and other employees in the administration of defined activities.
- Ability to liaise with their counterparts in other organisations to discuss specialist matters and with other employees in other functions in their own organisation to resolve intra-organisational problems.

### QUALIFICATIONS AND EXPERIENCE

- Tertiary qualifications in Communications, Public Relations or Journalism and/or relevant industry experience.

### KEY SELECTION CRITERIA

#### *Essential*

- Tertiary qualifications, or relevant experience, in Communications, Public Relations or Journalism.
- Proven experience in leading communications and engagement planning and delivery.
- A strong understanding of community engagement, IAP2 principals and facilitation skills.
- Ability to design and deliver innovative communication campaigns across all channels
- Excellent communications skills with high level of interpersonal, relationship building and a proven capacity to work effectively with a wide range of stakeholders.
- Demonstrated experience with Microsoft Word, Excel, Outlook and website content management systems.
- Current Victorian Driver's Licence.

#### *Desirable*

- Demonstrated experience working within a Government department or similar organisations with political sensitivity.
- Experience with Photoshop or Adobe products and website development.

### TERMS AND CONDITIONS OF EMPLOYMENT

The Communications and Engagement Advisor position is classified as a Band 6 within the Strathbogie Shire Council Enterprise Agreement 2023. The salary range for this position is within Band 6 plus superannuation in line with legislation and Income Protection per annum commensurate with qualifications and experience. Normal hours are between 8.45am and 5.30pm with a 45 minute lunch break, Monday to Friday. Membership of a superannuation fund is compulsory (default fund is Vision Super). Annual, sick and long service leave accruals will apply in accordance with the Victorian Local Authorities Award 2001 and the Strathbogie Shire Council Enterprise Agreement 2023.

### SIGNATURES

#### EMPLOYEE

Name:

Signed:

Date: