

## Manager Communications and Customer Service

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**APPLICATIONS CLOSE: Friday 29 March 2024**

*Are you looking for your next challenge in a supportive and dedicated team? We have an exciting position available for a Manager Communications and Customer Service to maintain and drive Council's standards of customer service excellence.*

### Position Overview

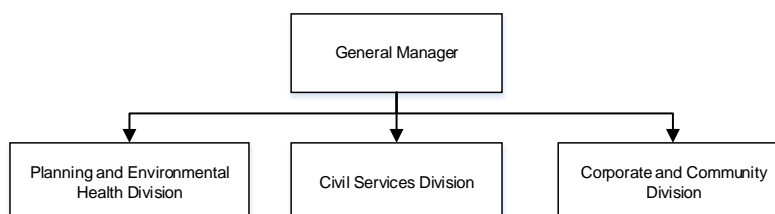
Reporting to the Director Corporate and Community, you will lead and manage the Communications and Customer Service section to ensure Council's customer service, communications and governance functions meet the expectations and standards of Council, the community and legislative requirements.

The key responsibilities of this role include:

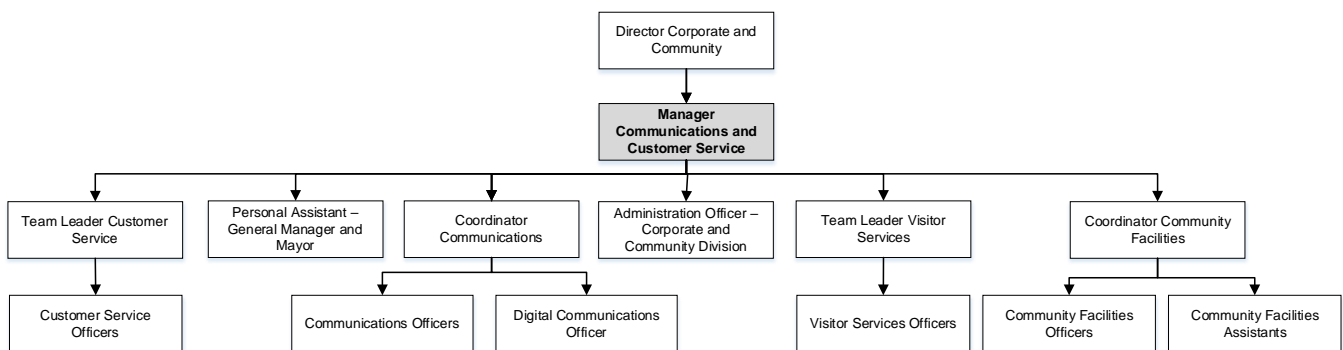
- Oversee the day-to-day operations of the Communications and Customer Service section to ensure provision of the best customer service possible, improving the customer experience and creating engaged customers.
- Develop and drive communication plans that inform internal and external stakeholders and create ongoing successful media engagement.
- Develop and implement strategic and business plans and to actively promote the use of Council's community facilities and assets.
- Manage Council owned and operated Ballina Visitor Information Centre.
- Manage corporate governance, communication and customer service functions including corporate policy, procedures, statutory corporate reporting, Council meeting / Councillor support, corporate communications including media and web and corporate information systems.
- Contribute toward Council's Delivery Program by developing objectives that reflect Council's vision, community needs and expectation and resources available to ensure the efficient and effective operation of the activities.
- Proactively manage work program objectives to ensure the timely delivery of projects and services.

### Structure

#### Corporate Structure



## Section Structure



## Corporate Vision and Values

It is considered highly important that the vision and values of Council's employees align with that of Council. It is therefore paramount that the successful candidate for this position demonstrates qualities that will assist Council in achieving the following:

**Vision:** Ballina Shire is safe, with a connected community, a healthy environment and a thriving economy.

**Community Values:** Creative | Accessible | Respect | Energetic | Safe

## Pre-employment Assessments

Prior to being appointed to the position of Manager Communications and Customer Service, short-listed candidates will need to successfully complete the following pre-employment assessments:

- Pre-employment medical self assessment – the completion of Council's pre-employment medical self assessment form to assess overall health and well-being to determine suitability to the duties of the position. Council will then determine the requirement for a medical assessment undertaken by a general practitioner.
- Criminal history check.
- Qualification verification check.

## Remuneration Package

Conditions of employment will be in accordance with the terms and conditions of the Local Government (State) Award and Council's Managers' Enterprise Agreement. The position of Manager Communications and Customer Service provides an annual salary of up to \$153,000 per annum (plus 11% superannuation), dependent upon experience, skills and qualifications.

Additional benefits associated with this position include:

- A leaseback vehicle for work and private use is also available in accordance with Council's Light Motor Vehicle Policy. A leaseback vehicle for work and private use in accordance with Council's Light Motor Vehicle Policy, with additional fuel radius allocation for private use of the vehicle
- Support toward the cost of relocation associated with recruitment.
- 19 day month flexible work arrangement.
- Additional three days of special leave over Christmas/New Year period.
- Additional allowances and reimbursements for internet, health and wellbeing and professional memberships.
- Educational assistance initiatives.
- Training support program.
- Subsidised non-compulsory uniform.

## Application Requirements

Applicants must complete an application online via the following link: <https://ballina.nsw.gov.au/careers--88>, which involves addressing some key selection criteria for the position. Applications that do not address these criteria will not be considered. In addition, a resume will need to be provided with the following details included:

- Relevant education and qualifications (interviewed candidates will need to produce original qualifications at time of interview)
- Relevant work experience
- Contact details of at least two professional referees, including your current employer.

## Recruitment Process

Council's recruitment process is conducted according to strict confidentiality and equal employment opportunity standards. It is Council's aim to complete the recruitment process and notify candidates of an outcome within four weeks of the closing date, however this timeframe can be extended due to unforeseen circumstances. As a guide, the expected timeframe for the recruitment process for Manager Communications and Customer Service is as follows:

Closing date:	Friday 29 March 2024
Interview date:	Week commencing 15 April 2024
Candidates notified of outcome:	Week commencing 22 April 2024

For further information on this recruitment process, please refer to Council's website or contact Council's People and Culture section on 02 6686 1443.

# Position Description

## Position Summary

<b>Position Title:</b>	Manager Communications and Customer Service
<b>Position Status:</b>	Permanent, full time
<b>Reports to:</b>	Director Corporate and Community
<b>Location:</b>	Administration Building   Cnr Tamar and Cherry Streets, Ballina
<b>Applicable Grade:</b>	Manager 3

## Position Objective

- To provide the management functions required for the Communications and Customer Service Section which includes corporate communications, media, customer service, Ballina Visitor Information Centre, community facilities, community sports centres, cultural facilities and halls, governance, public officer and coordination of administrative support to the General Manager, Mayor and Councillors.
- To act as Council's key liaison with Richmond Tweed Regional Library.
- To develop and implement strategic and business plans and to actively promote the use of Council's community facilities and assets.
- To ensure governance and compliance with legislation and industry standards.
- To develop and drive communication plans that inform internal and external stakeholders and create ongoing successful media engagement.
- To lead and motivate a team of staff to ensure they are providing the best customer service possible, improving the customer experience and creating engaged customers
- To direct, improve and monitor customer service across Council.

## Organisational Relationships

<b>Within Division</b>	Director Corporate and Community Coordinator Communications and staff Team Leader Customer Service and staff Coordinator Community Facilities and staff Team Leader Visitor Information Services and staff Personal Assistant to General Manager and Mayor
<b>Within Council:</b>	General Manager All Council employees
<b>External to Council:</b>	Members of the public Community groups Government and professional networks Local businesses Media Public authorities

### Our Vision

The Ballina Shire is safe, with a connected community, a healthy environment and thriving economy.

### Our Community Values (CARES)

Creative \* Accessible \* Respect \* Energetic \* Safe \*

## Key Duties and Responsibilities

Key duties of the position include, but are not limited to, the following:

### Customer Service

- Develop, oversee and implement Council's customer service protocols to ensure staff are providing the best customer service possible, improving the customer experience and creating engaged customers.
- Provide professional and timely advice to management, staff and the public with respect to governance, customer service, community facilities and communication related matters.
- Interpret and apply technical concepts and practices to resolve formal complaints, problems and explain policy.
- Maintain professional communication with the Mayor, Councillors and external organisations and provide regular updates on the planning, facilitation and success of corporate governance and communication programs and grant applications.

### Corporate Governance, Communication and Customer Service

- Manage corporate governance, communication and customer service functions including corporate policy, procedures, statutory corporate reporting, Council meeting / Councillor support, corporate communications including media and web and corporate information systems.
- Manage Council owned and operated Ballina Visitor Information Centre.
- Manage all work processes within the Section to ensure compliance with Council policy and procedures, relevant legislative and industrial requirements and standards.
- Provide strategic advice to the Executive Team and Council on governance, communications, visitor information services and customer service related matters.
- Contribute toward Council's Delivery Program by developing objectives that reflect Council's vision, community needs and expectation and resources available to ensure the efficient and effective operation of the activities.
- Manage and facilitate Australia Day Awards and Citizenship as part of the Australia Day Ceremony.
- Oversee Council's festival and event support program.
- Oversee Council's processes for applying, monitoring and acquitting grants.
- Identify and implement continuous improvements initiatives to Council's governance, customer service and communications framework.

### Community Facilities Management

- Manage Council owned, operated and contracted community facilities including, but not limited to, community sports centres, cultural facilities and halls.
- Perform the role of Council liaison with the Richmond Tweed Regional Library.
- Manage all work processes within the Section to ensure compliance with Council policy and procedures and relevant legislative and industrial requirements and standards.
- Promptly respond to and manage identified problems and/or non-compliance issues.
- Develop, implement and monitor business plans to ensure maximum use of the community facilities and business plans remain contemporary.
- Contribute toward Council's Delivery Program by developing objectives that reflect Council's vision/mission, community needs and expectations and resources available to ensure the efficient and effective operation of the activity.
- Develop plans and strategies to ensure the effective achievement of Delivery Program objectives and to enable Council to know its immediate, medium and long term asset management requirements relevant to Section activities.

### **Supervision and Performance Management**

- Develop and actively maintain team harmony and resolve any conflicts within the team.
- Demonstrate strong knowledge of Council's career planning objectives and programs and identify and develop individual employee potential.
- Conduct annual performance appraisals for staff, which reflect an honest and unbiased assessment of each individual's performance.
- Motivate staff to repeat exceptional performance and to improve poor performance.

### **Written Communication**

- Respond to correspondence in accordance with Council's customer service guidelines.
- Manage the development of high level corporate and promotional material, including corporate documents, standard templates, media advertisements and marketing material.
- Prepare clear and concise reports to Council and relevant governing bodies.
- Develop Council policies and procedures to ensure they reflect the culture, values and objectives of the organisation.

### **Project and Contract Management**

- Provide advice on ways to undertake projects, including cost, time, equipment and materials.
- Prepare contract documents and project plans and specifications in line with Council's policies and procedures.
- Brief, select, engage and effectively manage contractors/consultants to undertake work.

### **Financial Management**

- Ensure works are undertaken in compliance with designated resource allocation.
- Undertake financial forecasting and estimate budget requirements.

### **Work Health and Safety**

- Monitor the practical application of work health and safety in the daily work of section staff. This involves implementing and monitoring staff compliance with Council policies and procedures.

## Key Outcomes and Performance Standards

The below key outcomes and performance standards are required by all staff. They are to be demonstrated each and every year to enable eligibility for assessment of pay progression.

The performance standards must occur within the context of Council's community and work environment, including day to day operations, policies and procedures.

Key Outcome	Performance Standard
<i>Follow defined WHS procedures</i>	<ul style="list-style-type: none"> <li>• Workplace procedures and instructions for controlling risks are followed accurately.</li> <li>• Hazards in the work area are recognised and reported to the immediate supervisor.</li> <li>• Reports on accidents and incidents are provided to the immediate supervisor in accordance with Council requirements.</li> <li>• Assist others in the work team with implementing risk management policies and procedures.</li> </ul>
<i>Provide service to customers</i>	<ul style="list-style-type: none"> <li>• Handles requests for action or information using Council's protocol and procedures.</li> <li>• Responds accurately to verbal enquiries from the community about specific work area and functions.</li> <li>• Carries out all processes within the agreed Council timeframes.</li> </ul>
<i>Work effectively within and for Ballina Shire Council</i>	<ul style="list-style-type: none"> <li>• Duties are performed in accordance with Council administrative and people and culture policies such as timekeeping, information management, WHS and EEO.</li> <li>• Own work is monitored and improved, according to requirements for job quality, customer service.</li> <li>• Requests for assistance from other staff or the public are responded to promptly and appropriately.</li> <li>• Effectively contribute to change processes and other ideas in a constructive and productive way.</li> </ul>
<i>Work with others in Council</i>	<ul style="list-style-type: none"> <li>• Duties are undertaken in a manner that promotes cooperation and good relationships within Council.</li> <li>• Work information is shared with co-workers to ensure designated work goals are met.</li> <li>• Communication with others is conducted in a clear and concise manner and focused on the best way to achieve work objectives.</li> <li>• The principles and intent of Equal Employment Opportunity (EEO) are observed and implemented.</li> </ul>
<i>Communicate effectively in the workplace</i>	<ul style="list-style-type: none"> <li>• Participation with work group and other teams is supportive, efficient and effective, with the primary goal of helping achieve Council's objectives.</li> <li>• Participation in work meetings is consistent with purpose of meeting and meeting conventions understood and observed.</li> <li>• Information, instructions and decisions are understood and adhered to.</li> <li>• Provide concise, relevant work information in response to supervisor requests within designated timeframes.</li> </ul>
<i>Follow defined ethical guidelines from Council, including its Code of Conduct and uphold Council values</i>	<ul style="list-style-type: none"> <li>• Understanding and day to day implementation of Council's Code of Conduct and Public Interest Disclosures Act.</li> <li>• Any potential conflicts of interest are reported immediately to the relevant Council officer.</li> <li>• Support is given to other staff who may wish to report any potential conflicts of interest.</li> <li>• Understand and comply with Fraud and Corruption Policy and Plan.</li> </ul>

## Selection Criteria

Following are the essential and desirable criteria for the position.

### Essential

Applicants must meet the following criteria:

- Behaviour that positively demonstrates Council's values of: creative, accessible, respect, energetic and safe.
- Tertiary qualification at degree level in communications, public relations, business administration or a related discipline.
- Demonstrated capacity to align management practices to the Ballina Shire Council corporate values.
- Proven extensive experience in and ability to lead and manage the operations and delivery of services for the communications, governance and community facilities functions.
- Demonstrated professional knowledge and understanding of Local Government service delivery.
- Demonstrated track record of driving a culture of excellence in customer service and continual improvement.
- Demonstrated experience in financial management, including the formulation and managing of budgets, and sourcing and applying for grant opportunities.
- Proven highly developed communication skills, both oral and written, with demonstrated experience in the development of reports, business plans, grant applications and submissions.
- Proven high level competence with Microsoft Office applications.
- Thorough understanding of and commitment to equal employment opportunity and work health and safety principles.

### Desirable

The following criteria are considered important and demonstrated capacity to satisfy them will be highly regarded:

- Demonstrated experience in contract and project management.
- Professional knowledge and understanding of Local Government Act.
- Post graduate tertiary qualifications.