

Position Description

Position Title:	Community Engagement Coordinator
Directorate:	Strategy & Engagement
Service Unit:	Major Events and Corporate Affairs
Salary Point:	16
Position Reports To:	Media & Stakeholder Relations Manager
Staff Management:	Up to 2 staff
Budget Responsibility:	\$500,000
Date PD Reviewed:	November 2019

Organisation Context of Position

City of Newcastle (CN) employs over 900 staff and is responsible for a local government area of 187km². Newcastle has a population of 148,000 and is the business and cultural centre of the Hunter region, home to over 620,000 people. In the heart of the Hunter Region, CN has a variety of locations across the City and encompasses 5 Directorates:

- Governance
- Strategy and Engagement
- People and Culture
- Infrastructure and Property
- City Wide Services

The purpose of the Strategy & Engagement Directorate is to:

- Engage the community in the development and delivery of actions aligned with CN's Community Strategic Plan - *Newcastle 2030*.
- Coordinate Newcastle's approach to economic growth within the region including promotion of the city's major events.
- Ensure clear, transparent and responsive communications between Council, CN employees, and all external stakeholders, in particular the Newcastle Community.
- Provide effective IT Systems & Strategies to ensure the efficient flow of information between CN Service Units whilst also ensuring CN is leveraging the benefits of technology in its service provision.

The Service Elements that form the Strategy & Engagement Directorate are:

- Information Technology
- Major Events & Corporate Affairs
- Corporate & Community Planning

Workplace Health & Safety

WHS RAA Level	6
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For specific WHS Responsibilities, Authorities & Accountabilities applicable to this position, the position holder will refer to the WHS Responsibilities, Authorities & Accountabilities matrix in the WH&S Management System. The person accepting the position will be required to sign off that they have received and understood their WHS Responsibilities, Authorities & Accountabilities.

Position Responsibilities

Within the area of responsibility, this role is required to:

- Drive a positive community engagement culture which generates confidence in CN's consultation processes and enhances its reputation.
- Design and implement qualitative and quantitative social research projects which provide quality data of market research standards to support CN's decision making.
- Report to Council and executive on a regular basis on the outcomes of consultation projects.
- Lead a team of engagement professionals, including daily workflows and priorities.
- Conduct statistical analysis of resident feedback over time to identify emerging trends and issues in community engagement.
- Manage the development and operation of the Community Reference Panel including ongoing analysis, development and management of recruitment and marketing strategies to match panel membership against ABS data.
- Provide high level policy advice which anticipates trends and future needs of community engagement and provide effective strategies to meet them.
- Develop and coordinate a 5-year community consultation program to support a range of strategic and operational plans.
- Provide strategic direction and support in overseeing satisfaction surveys and specific project engagement within the business.
- Identify and execute opportunities to promote CN's engagement activities in order to build awareness and community involvement in decision making.
- Develop, coordinate and analyse consultation projects including quantitative and qualitative methodologies e.g. Multi-modal surveys, e-consultation, workshop facilitation, round tables.
- Provide recommendations to managers to improve future performance of the business.
- Review policy and procedural guidelines relating to the Community Reference Panel and consultation.
- Effectively procure and manage external contracts to deliver services, including writing briefs, tenders and requests for quotes, ensuring best value for money and adherence to policies.
- Any other accountabilities or duties as directed by Supervisor / Manager which are within the employee's skill, competence and training.

Position Selection Criteria

Essential

- Bachelor's Degree in Communications, Marketing, Social Science or Humanities, or a related qualification, and/or an equivalent combination of contemporary experience.
- Demonstrated success in creating strategic partnerships and developing and maintaining cooperative working relationships with a wide range of internal stakeholders, community, business, other government entities and key external stakeholders.
- Proven ability to work at a strategic level and provide advice to senior management on best practice community and stakeholder consultation/engagement.
- Strong written and verbal communication skills with the ability to influence and translate technical information into plain English.

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- An understanding of working within a political environment and the ability to handle sensitive issues.
 - Understanding of, and experience with, a range of social research approaches, methods, and techniques, and ability to make judgements about which are appropriate for different consultation contexts.
 - Experience in designing and implementing of qualitative and quantitative social research and analysing and interpreting research findings.
 - Demonstrated ability to lead a small team, including workflows and performance in line with strategic goals.
 - High level computer skills particularly with database management.
 - Be willing and able to work in a dynamic and fluid environment with the flexibility to work outside regular business hours during the evening and on weekends.
 - Current C Class drivers' licence.

Desirable

- IAP2 Certificate in Engagement.
- Demonstrated experience in project management.
- Experience in process improvement.
- Experience working with statistical analysis software