

Position Description

Position Title:	Communications Partner – Open Spaces & Facilities
Directorate:	Strategy and Engagement
Business Unit:	Major Events and Corporate Affairs
Salary Point:	SP13
Position Reports To:	Media and Stakeholder Relations Manager
Staff Management:	Nil
Budget Responsibility:	Nil
Date PD Reviewed:	May 2020

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

- Proactively develop, manage and implement effective and timely communication strategies to support the delivery of services and facilities in open spaces and other projects as required.
- Develop and implement stakeholder relations plans to increase awareness and understanding of projects.
- Provide strategic communications support for sensitive or major issues.
- Provide accurate and timely information to the community and other stakeholders to support the delivery of a broad range of works.
- Source, write and produce content for corporate publications.
- Manage content on CN's corporate website and work collaboratively with the Web Content network to ensure timely and accurate information is available online.
- Plan, develop and deliver strategic online, digital and social media communications.
- Provide strategic advice, training and support CN employees and committees to develop a high level of communications awareness and skills within the organisation.
- Build effective and collaborative relationships with key stakeholders, across Parks & Recreation Services and Property and Facilities in areas such as Aquatic Services, Bushland Services, Beaches and baths.
- Coordinate videos and supporting content for a range of digital channels.
- Manage communications project budgets and work programs to ensure delivery in line with corporate priorities.
- Provide support to other communications responsibilities such as media liaison, publications, speeches and internet/intranet content.
- Work in collaboration with the Marketing team to promote open space services and facilities and support CN's strategic digital marketing goals
- Ensure all marketing collateral is consistent with the brand positioning and provide assistance as required to maintain relevant collateral.
- Coordinate production of creative content and marketing collateral as required
- To support obligations under the Local Government Act in 'communicating with the community'.
- Promote the City's brand as a strong, recognisable and consistent image of the organisation to the community.
- Work with Project delivery teams to ensure appropriate signage and branding is placed on site.
- Project manage communication initiatives within relevant project working groups.
- Identify emerging critical issues and develop and implement issues management strategies
- 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, Business or related qualification, and/or demonstrated capability through past employment experience.
- Advanced level experience in developing communication plans and writing and editing for traditional and digital communication channels.
- Extensive experience writing content for a range of media including brochures, newsletters, web content and social media posts.
- Demonstrated experience managing the production of content through creative agencies including writing briefs and coordinating feedback.
- Demonstrated ability to liaise and negotiate with internal and external stakeholders, i.e. government agencies, suppliers, customers and staff.
- Substantial experience in the management of critical issues, development and implementation of proactive communication strategies.
- A high level of written and verbal communication skills including the ability to write plain English content for a range of media.
- Demonstrated experience partnering with operational teams to deliver positive communications outcomes and improve organisational reputation.
- Ability to think creatively in a high-pressure environment while managing and prioritising competing activities and deadlines.
- Project management skills including the ability to develop concepts, campaign strategies and budget management to deliver agreed results.
- Advanced skills in Microsoft Office software package.
- 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

- Experience in video production.
- Experience in website management.
- Ability to gain and sustain confidence of people at all levels internally and externally.
- Experience working in political environments.