

## Position Description

<b>Position Title:</b>	Communications Partner - Capital Works
<b>Directorate:</b>	Strategy and Engagement
<b>Business Unit:</b>	Major Events and Corporate Affairs
<b>Salary Point:</b>	SP13
<b>Position Reports To:</b>	Media and Stakeholder Relations Manager
<b>Staff Management:</b>	Nil
<b>Budget Responsibility:</b>	Nil
<b>Date PD Reviewed:</b>	November 2019

### Organisation Context of Position

City of Newcastle (CN) employs over 900 staff and is responsible for a local government area of 187km<sup>2</sup>. 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

<b>WHS RAA Level</b>	6
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.	

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## Position Responsibilities

- Proactively develop, manage and implement effective and timely communications strategies to support the delivery of CN's capital works program 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 capital works projects.
- 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.
- 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 Project Managers and key stakeholders, internal and external, in the delivery of CN's works program.
- 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.
- 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 communications initiatives within relevant project working groups.
- Identify emerging critical issues and develop and implement issues management strategies in conjunction with Media and Stakeholder Relations Manager.
- 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 communications plans and writing and editing for traditional and digital communications channels.
- 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 communications strategies.
- A high level of written and verbal communications skills including the ability to write plain English content for a range of media.
- Demonstrated experience in developing and implementing communications plans with customers.
- 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 relevant office software packages.
- 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 working on major infrastructure projects is highly desirable.
- Experience in video production.
- Ability to gain and sustain confidence of people at all levels internally and externally.
- Understanding of the principles of corporate branding and its implementation using a strategic approach in a large organisation.
- Experience working in political / government environments.