

CLARENCE VALLEY COUNCIL

Position Description

Coordinator Communications & Industry Engagement

Directorate	Corporate & Governance Directorate
Location	Grafton
Classification/Grade/Band	Grade 14
Position Code	4303100
Date position description approved	December 2021

Overview

With a large geographical area of 10,441 square kilometres and a population of almost 52,000 the Clarence Valley local government area is the gateway to the north coast of NSW and within easy driving distance of the south east Queensland. Encompassing beautiful beaches, stunning hinterland and the mighty Clarence River, the Clarence Valley is the ideal place for balancing work, life and relaxation. Clarence Valley Council is on an important journey in becoming a customer focused organisation that provides quality services in an efficient way.

Values



Primary purpose of the position

The Coordinator Communications and Industry Engagement leads and manages a multidisciplinary team to development and implementation effective and opportune internal and external communications to maintain and enhance the positive corporate image of the Council. The position leads the engagement between Council, industry, and the tourism sector to increase the shared awareness of economic opportunities, promote participation and the celebration of successes within the Clarence Valley area.

Key accountabilities

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

- Lead, support and influence the creation of engaging ways of communicating with community and business to build positive participation in Council activities and to ensure effective communications that promote the work, activities and objectives of the Council.
- Monitor and evaluate media and communication tools, plans and campaigns to ensure a consistent approach to community and industry conversations aimed at meeting the objectives of Council.
- Provide advice and information to stakeholders on emerging issues and support project development and delivery in line with established plans, budgets, timeframes, policy objectives and other project priorities.
- Engage and build industry stakeholder networks to inform strategic solutions to key issues affecting the economic development of the region.
- Participate in cross organisational efforts to develop strategic initiatives identified through the Integrated Planning and Reporting Framework.
- Oversee the implementation of the Clarence Valley Regional Economic Development Strategy and Clarence Riverway Masterplan.
- Provide oversight of tourism strategies and support event activities across the region that enhance economic benefits and promote investment and development within the sector.
- Seek opportunities to strengthen relationships with media, government and business sectors to effectively position the Council in its role as lead agency in the community.
- Delivering effective internal and external communications strategies to promote Council initiatives, activities and policies across the organisation and the Clarence Valley Communities that enhance shared awareness and consistency of messaging.

Key challenges

- Coordinating and managing the day-to-day work of a professional multi-disciplinary team, working across a large geographical area requires an energetic, coordinator who can articulate strategic and operational goals to engage and inspire staff.
- To create a working environment that empowers staff and promotes the use of initiative and creative thinking to achieve Council strategic and operational objectives.
- Building a strong and viable tourism industry and offering that aligns with the long-term strategic direction of the region and grows the Clarence Valley as a leading regional tourism destination.

Key internal relationships

Who	Why
Manager Cultural, Community & Industry	<ul style="list-style-type: none"> Liaise to obtain strategic direction and guidance on sensitive matters. Provide advice on emerging issues.
Communications and Industry Engagement Team	<ul style="list-style-type: none"> Communicate strategic priorities and direction from senior management. Liaise to provide day to day direction and guidance on area of responsibility matters. Communicate strategic priorities and direction from Manager CCI and to the Team. Provide leadership, support, and guidance to inspire and motivate the team to deliver high quality, effective, people-focused services.
Managers & staff	<ul style="list-style-type: none"> Provide leadership and direction to influence decisions and support initiatives that contribute to achieving Council objectives. Collaborate to ensure that communications, industry and tourism engagement services are aligned with business needs and strategic direction

Key external relationships

Who	Why
General public, Media, Government agencies, business community and other stakeholders & members of the public and ratepayers	<ul style="list-style-type: none"> Establish and maintain collaborative relationships with a community focus. Provide engaging opportunities for participation in Council activities. Ensure service delivery meets the needs of the target groups.

Key dimensions

Decision making

The position is responsible for all decisions relating to the day to day operations of the section, provision of advice to staff in relation to areas of responsibility and the resourcing of projects within existing budget.

Reports to	Manager Cultural, Community & Industry
Direct reports	3 Direct reports: <ul style="list-style-type: none">• Communications & Brand Officer• Industry Engagement Officer• Event Development Officer
Indirect reports	5 indirect reports






Essential requirements

- Tertiary qualifications in Economic, Business, Communications or another relevant field or equivalent relevant industry experience.
- Demonstrated knowledge of marketing, public relations or community economic development practice.
- Current Driver's Licence.

Capabilities for the role

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: “how we do things around here”. It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce. The Local Government Capability Framework is available at www.lgnsw.org.au/capability

Below is the full list of capabilities and the level required for this position. The focus capabilities are in bold. Refer to the next section for further information about the focus capabilities

Local Government Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Manage Self	Adept
	Display Resilience and Adaptability	Adept
	Act with Integrity	Adept
	Demonstrate Accountability	Adept
 Relationships	Communicate and Engage	Adept
	Community and Customer Focus	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
 Results	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Create and Innovate	Adept
	Deliver Results	Adept
 Resources	Finance	Adept
	Assets and Tools	Adept
	Technology and Information	Adept
	Procurement and Contracts	Adept
 Workforce Leadership	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	Optimise Workforce Contribution	Adept
	Lead and Manage Change	Adept

Focus capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least at satisfactory level for a candidate to be suitable for appointment.

Local Government Capability Framework		
Capability Group	Capability Name	Behavioural Indicators
Personal Attributes Display Resilience and Adaptability	Adept	<ul style="list-style-type: none"> Is flexible, showing initiative and responding quickly to change Accepts changed priorities and decisions and works to make the most of them Gives frank and honest feedback / advice Listens when challenged and seeks to understand criticisms before responding Raises and works through challenging issues and seeks alternatives Stays calm and acts constructively under pressure and in difficult situations
Relationships Communicate and Engage	Adept	<ul style="list-style-type: none"> Tailors content, pitch and style of communication to the needs and level of understanding of the audience Clearly explains complex concepts and technical information Adjusts style and approach flexibly for different audiences Actively listens and encourages others to provide input Writes fluently and persuasively in a range of styles and formats
Results Plan and Prioritise	Adept	<ul style="list-style-type: none"> Consults on and delivers team/unit goals and plans, with clear performance measures Takes into account organisational objectives when setting and reviewing team priorities and projects Scopes and manages projects effectively, including budgets, resources and timelines Manages risks effectively, minimising the impacts of variances from project plans Monitors progress, makes adjustments, and evaluates outcomes to inform future planning

Local Government Capability Framework

Capability Group	Capability Name	Behavioural Indicators
Resources Technology and Information	Adept	<ul style="list-style-type: none"> • Selects appropriate technologies for projects and tasks • Identifies ways to leverage the value of technology to achieve outcomes • Ensures team understands their obligations to use technology appropriately • Ensures team understands obligations to comply with records, information and knowledge management requirements
Workforce Leadership Inspire Direction and Purpose	Adept	<ul style="list-style-type: none"> • Demonstrates passion, enthusiasm and personal dedication to the organisation's vision • Translates organisation and unit objectives into team goals and plans to help staff understand the links • Builds a shared sense of purpose through involving people in the process of cascading goals • Motivates staff by providing autonomy in how they do their work, saying thanks and celebrating successes • Takes opportunities to recognise and reward individual and team efforts and performance