

CLARENCE VALLEY COUNCIL

Position Description

Manager Communications and Engagement

Directorate	Corporate & Community
Location	Grafton
Classification/Grade/Band	Grade 19
Position Code	
Date position description approved	14 December 2023

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 Manager Communications and Engagement leads the development and delivery of contemporary and strategic external and internal communications outcomes across the Council, community and stakeholders, including other levels of government, industry and visitors. The Manager ensures community engagement enables the organisation to make informed and sustainable decisions with community buy-in. The role sets strategic direction for staff located at a range of service points including Regional and Local Library services, Regional Art Gallery, Community Centre and Visitor Information Hubs.

Key accountabilities

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

- Support the organisation through the design, develop and deliver effective communications strategies and related processes to ensure the development of appropriate engagement in line with the Community Strategic Plan and Community Engagement Plan
- Aligning the communications and engagement strategies and plans to organisation strategy, strategic priorities and relevant plans/strategies
- Engage the organisation in implementation of Reconciliation activities including the celebration and reporting of achievements and building on the cultural engagement framework.
- Provide leadership and coordination to a team of professional staff in the delivery of arts, cultural, social and educational activities, programs, exhibitions and events including corporate management guidance on planning, policy, financial management and people management aspects.
- Create opportunities to engage target groups to build social and economic capacity, create public awareness of Council's activities and achieve collaborative outcomes that meet external stakeholders needs.
- Provide strategic oversight to the maintenance, renewal and upgrade of key community assets - four Library facilities, a mobile Library, Regional Art Gallery, volunteer museum buildings and any Community Centres/Precincts.
- Participate in cross organisational effort to deliver strategic initiatives identified through the Integrated Planning and Reporting framework
- Identifying opportunities for other Sections of the organisation to create and build external stakeholder engagement and relationships, by leveraging off the activities of the Communications and Engagement Section requires a manager who works collaboratively with colleagues

Key challenges

- Leading and managing a multi-disciplinary team working across a large geographical area requires an energetic manager who can articulate strategic goals and engage staff to achieve.
- Managing external stakeholders expectations of capacity to deliver requires a manager who can priorities and who understands the limits of available resource and has an ability to identify opportunities to collaborate.
- Managing the delivery of a complex range of external and internal communications initiatives of varying size and complexity, across a wide geographic area to ensure they are all delivered on time, on budget and meet the needs of the Council and Community.

Key internal relationships

Who	Why
Director Corporate & Community and Leadership Team	Provide strategic advice on opportunities for stakeholder engagement, seek support for innovative activities and communicate information to ensure adequate risk management is applied to protect the organisation.
Managers	Work collaboratively to achieve organisational goals and celebrate Service successes and achievements as a key member of the senior management team.
Staff	Inspire, motivate, support and lead the team to work collaboratively to achieve Communications and Engagement Section objectives in a timely, efficient and professional manner. Lead discussions and decisions regarding the development and implementation of innovation and best practice for improved service delivery.

Key external relationships

Who	Why
Government Agencies, service providers, industry stakeholders and other professional services	Establish and maintain professional relationships to identify opportunities.
Members of the public and ratepayers	Ensure service delivery meets the needs of target groups.

Key dimensions

Decision making

The position is accountable decisions relating to the day to day operations of the section, provision of advice to staff in relation to areas of responsibilities, resourcing of projects within existing budget constraints and providing timely advice to the director and executive team.

Reports to	Director Corporate & Community
Direct reports	5 direct reports including: Coordinator Communications Coordinator Community Engagement Regional Librarian Regional Gallery Director Coordinator Economic Development and Tourism
Indirect reports	Approximately 35 staff






Essential requirements

- Tertiary qualifications in communications, public relations, policy or related discipline and relevant extensive experience.
- Drivers Licence
- Experience in government and corporate communications will be highly regarded.

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

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	Advanced	<ul style="list-style-type: none">• Is flexible and readily adjusts own style and approach to suit the situation• Adjusts tactics or priorities in response to changes in the organisational environment• Gives frank, honest advice, even in the face of strong, contrary views• Accepts criticism of own ideas and responds in a thoughtful and considered way• Welcomes challenges and persists in raising and working through difficult issues• Shows composure and decisiveness in dealing with difficult and controversial issue
Relationships Communicate and Engage	Advanced	<ul style="list-style-type: none">• Presents with credibility and engages varied audiences• Translates complex information concisely for diverse audiences• Creates opportunities for others to contribute to discussion and debate• Demonstrates active listening skills, using techniques that contribute to a deeper understanding• Is attuned to the needs of diverse audiences, adjusting style and approach flexibly• Prepares (or coordinates preparation of) high impact written documents and presentations

Local Government Capability Framework		
Capability Group	Capability Name	Behavioural Indicators
Results Plan and Prioritise	Advanced	<ul style="list-style-type: none"> Ensures business plans and priorities are in line with organisational objectives Uses historical context to inform business plans and mitigate risks Anticipates and assesses shifts in the environment and ensures contingency plans are in place Ensures that program risks are managed and strategies are in place to respond to variance Implements systems for monitoring and evaluating effective program and project management
Results Create and Innovate	Advanced	<ul style="list-style-type: none"> Encourages independent thinking and new ideas from others Draws on developments and trends in the industry and beyond to develop solutions Supports experimentation and rapid prototyping to test and refine innovative solutions Develops/champions innovative solutions with long standing, organisation-wide impact Explores creative alternatives to improve management systems, processes and practices Contributes own knowledge and experience to staff training and development sessions
Resources Technology and Information	Advanced	<ul style="list-style-type: none"> Implements appropriate controls to ensure compliance with information and communications security and use policies Implements and monitors appropriate records, information and knowledge management systems Seeks advice from technical experts on leveraging technology to achieve organisational outcomes Stays up to date with emerging technologies and considers how they might be applied in the organisation

Local Government Capability Framework

Capability Group	Capability Name	Behavioural Indicators
Workforce Leadership Inspire Direction and Purpose	Advanced	<ul style="list-style-type: none">• Translates organisational vision and strategy into operational goals to help staff understand their own contribution• Builds a shared sense of purpose through involving people in defining priorities and cascading goals• Regularly communicates progress against business unit and organisational goals• Creates opportunities for recognising and celebrating high performance at the individual and team level