

Manager Communications and Engagement





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Manager Communications and Engagement

A message from the **General Manager**

As General Manager at Clarence Valley Council, my focus remains on maintaining relationships with the staff and building the confidence of the community. With the support of my executive team, I've been focusing on planning the organisation's strategic direction. An important element in this is generating a positive influence, building trust and creating a customer focus across all areas of the business.

We've done the hard yards in recent years, breaking down silos and aligning our structure with community expectations and are now looking to review our service levels to ensure consistency and also that we can articulate clearly what our service levels are; developing fully funded forward works plans; making available data to inform our decisions and creating transparency over why we do what we do; developing customer driven services that are accessible, consistent and reliable; engaging and having authentic conversations with community and taking responsibility and holding ourselves to account.

In recent years, the Clarence Valley has experienced unprecedented infrastructure funds from both the State and Federal governments. As grant sourced funding is at a peak for the organisation one of the challenges is achieving capacity to deliver while simultaneously meeting the various funding requirements. Critical to strengthening our capacity to deliver is the realisation of operational efficiencies through system improvements.

Important to the success of Council's future customer focus is the development of a business partner approach by corporate support services that enables the organisation's service delivery

units to operate unimpeded.

I imagine you're inquisitive, energetic and have capacity to motivate a diverse team focused on customer experience and community outcomes. You'll need an understanding of the local government sector and in particular the governance structures that support it.

It is fairly important to me that you are here for the right reasons and that you're enthusiastic and enjoy contributing and collaborating.

If this sounds like the right organisation for you, then I invite you to apply to join our professional, proactive team and help create a Council that values its employees and delivers services to create a community of opportunity.



Laura Black
General Manager
Clarence Valley Council



Clarence Valley Snapshot

Located in the Northern Rivers of NSW, the Clarence Valley covers an area of 10,441 square kilometres. The major centres are Grafton, Maclean and Yamba.

We're about 570km north of Sydney and 240km south of Brisbane. In a broader regional context, you'll find Coffs Harbour 40 minutes to the south of Grafton and Byron Bay 90mins north of Maclean.

The Clarence River is our living link for our community of more than 50,000 people. It connects the rural localities and rugged mountain ranges in the west to Grafton City, onward to the hinterland villages and historic river towns of Ulmarra and Maclean to the coastal centres of Yamba and Iluka.

Grafton City is the economic hub of the Clarence Valley while Yamba is often described as 'what Byron used to be like'.



POPULATION

54,180

MEDIAN AGE

49YRS



GROSS REGIONAL
PRODUCT

2.2BILLION



RESIDENTS WORKING WITHIN
CLARENCE VALLEY

83%



VISITOR NIGHTS

1.9MILLION



MAJOR URBAN CENTRES

**GRAFTON
MACLEAN
YAMBA**



*“All this and great
coffee, cafes and
restaurants too.”*

Living in the **Clarence**

Living in the Clarence is really all about the simple things in life, and showing our kids what that means. We're authentically friendly and engaging we like to say hello as we walk the dog even if we don't know each other. If groups are your thing, there are plenty you can join. Or you may just enjoy a chat over the back fence to your neighbour (yes we do that here), or sharing your surplus home grown vegies with the family down the street (because they keep you in free range eggs) – you see what we mean. Whichever way you look at it you're going to get the feeling that you belong to this special place –

and that's because you do. All this and great coffee, cafes and restaurants too.

It is slower here but it doesn't mean missing out. You can pack more into your day because you're not dealing with city headaches like, traffic, parking, queuing up and long waiting lines. There's time for a surf, fishing, games with the kids or a leisurely walk with the dog... yep that's on a work day!

WANT TO KNOW MORE?

Checkout - myclarencevalley.com

Clarence Valley Council



NUMBER OF FULL-TIME
EQUIVALENT STAFF

518



General
Manager
LAURA BLACK



Director Corporate
and Community
ALEX MOAR



Manager Communications
and Engagement
CURRENTLY RECRUITING

STRIVE



SAFE

We have a safety focused workplace culture to ensure the wellbeing of our staff and the community



TEAMWORK

We work together as one council towards shared goals and for the greater good of the community



RESPECT

We are inclusive, treat people with courtesy and fairness, and ensure each individual is valued and heard



INTEGRITY

We behave in a way that is honest, open, and transparent.
We will take responsibility for our actions and strive for excellence



VALUE

We deliver services efficiently, effectively, and in an environmentally and financially sustainable manner.



ENGAGEMENT

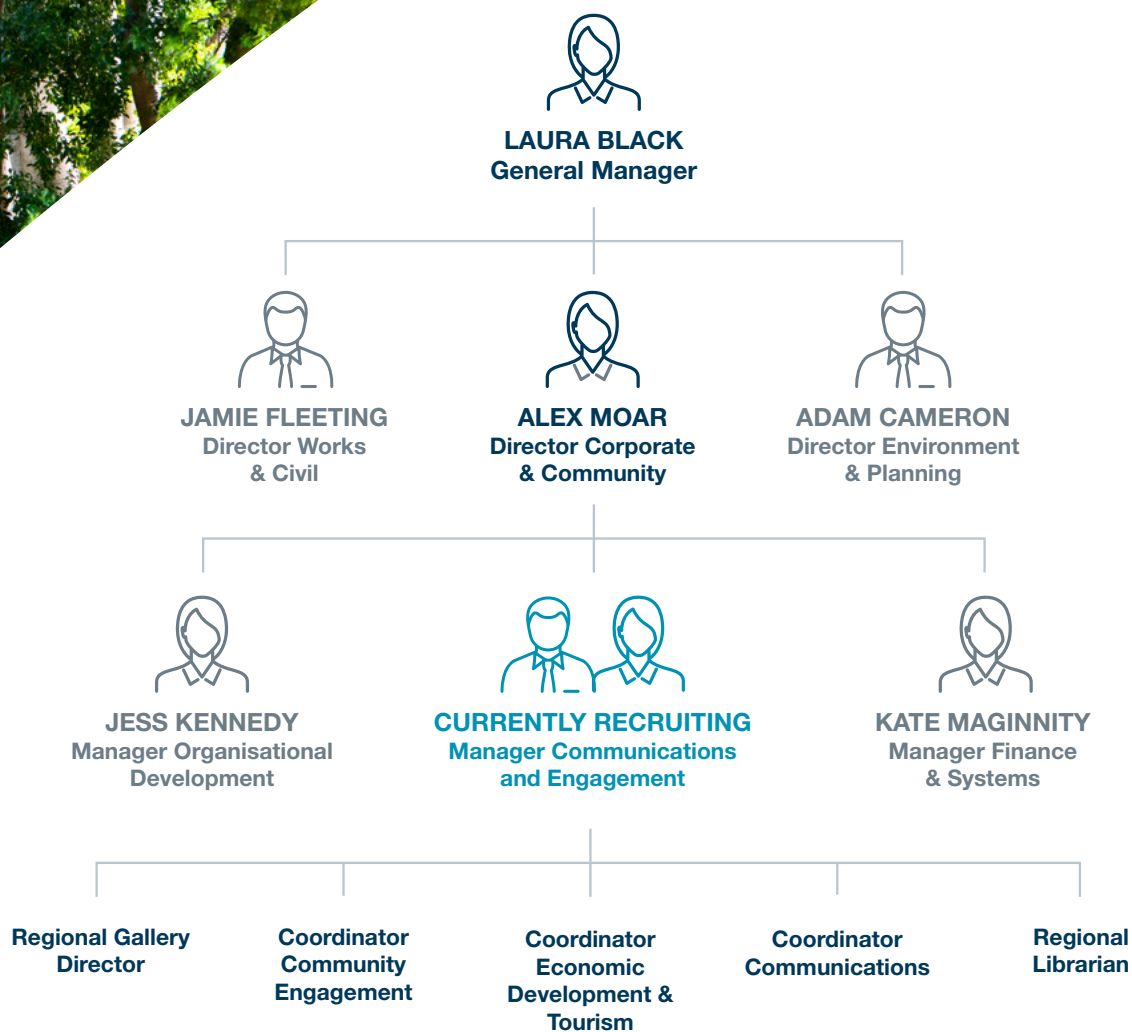
We engage with our staff and community to inform our decision making, and create awareness of our activities

A photograph of a woman in a floral dress walking away on a paved path lined with large, mature trees. The path leads into the distance, and the trees create a canopy overhead. The image is partially cut off by a diagonal white line on the right side.

Making the **move**

“We live here so we’ve got lots of contacts and can help you with the connections. Just give us a call to chat about it.”

Moving can be tough; there’s schools to find, community connections, sporting groups to track down, maybe temporary accommodation and then the search for a home, plus your partner might be looking for work or the local playgroup.



Primary purpose of the role

We are looking for a dynamic and driven communications and engagement professional to join our team. Reporting to the Director Corporate and Community, you'll be leading four teams that manage Communications, Community and Visitor engagement, Libraries, and the Regional Gallery.

As the Manager Communications and Engagement, you'll be responsible for guiding and supporting the execution of strategies and enhancing performance and engagement across all levels. This position drives the community engagement strategy and other plans and strategies.

Your impact in this position will be significant. You'll be designing, developing, and delivering effective communication strategies and related processes to ensure the development of appropriate engagement in line with the Community Strategic Plan and Community Engagement Plan. You'll be aligning communications and engagement strategies and plans to organisation strategy, strategic priorities, and relevant plans/strategies. You will be providing leadership and coordination to a team of professional staff in the delivery of arts, cultural, social, and educational activities, programs, exhibitions, and events.



To be successful in this role, you will possess:

- Tertiary qualifications in communications, public relations, policy, or a related discipline, and extensive experience in a similar position with a demonstrated professional development background.
- An excellent track record of execution in supporting Business Unit, People, and Community strategies, outstanding consulting skills with the ability to build relationships of trust and influence with the leadership team, and business acumen, with the ability to derive the linkages between business strategy and people levers. Experience in specific communications and engagement positions and/or the government section will be highly valued.
- Demonstrated capacity to develop and maintain collaborative partnerships across business sections and people functions, including the Leadership Team. You'll understand the relationship between strategy and people levers that will set you apart from others. And as well as having an analytical mindset that produces and drives strategic business decisions, you'll be results-focused with time and priority management skills.
- Current Drivers Licence.



How to apply

All applications must be lodged online via Council's website www.clarence.nsw.gov.au

Your application should be no more than six pages and include the following:

- A cover letter (three pages) addressing the following;
 - focus capability for this position with demonstrates examples of how you meet these capabilities at the advanced level and;
 - how you meet the essential criteria;
 - response to two targeted questions below.
- A resume (three pages).

Targeted questions

- Describe an unpopular decision you had to make and how you communicated that to stakeholders.
- Using an example, describe how you have achieved strategic outcomes by working collaboratively with key stakeholders.

Got questions?

Alex Moar

Director Corporate and Community
6643 0810 or alex.moar@clarence.nsw.gov.au

Closing date

Tuesday 7 May 2024 at 11.30pm (NSW time).

