

POSITION DESCRIPTION

Position Title:	Communications Services Team Leader	Position Code:	4-CSTL
Division:	Strategy Partnerships and Engagement	Grade:	I
Location:	Dubbo	Hours/Week:	35
Reports to:	Manager Strategy Partnerships and Investment		
No. Direct Reports:	3	No. Indirect Reports	Nil

Primary Purpose of Position

The Communications Services Team Leader is responsible for ensuring the delivery of high-quality content across a range of platforms including media, digital and publications, and effective coordination of services that support the positive promotion of Council and community, enables effective stakeholder engagement and facilitates community participation.

The position is accountable for fostering an internal culture of collaboration and partnership to effectively deliver outcomes, organisational priorities and activities identified in the Corporate Communications Strategy and Internal Communications Strategy.

Key Accountabilities / Duties

Key Result Area	Primary Activities
Communications Strategy	<ul style="list-style-type: none"> • Provide input to, and lead the implementation of a Corporate Communications Strategy that aligns to Council and organisational priorities and strategies. • Provide input to, and lead the implementation of an Internal Communications plan that aligns to organisational priorities. • Provide sound and informed advice to the Strategy Partnerships and Investment regarding Council's corporate image opportunities and challenges and appropriate approaches in response. • Influence and negotiate from an informed and credible position leading productive discussions with key internal and external stakeholders. • Provide leadership and input as required on communication services related policy and practice, monitoring the organisation overall quality and consistency. • Lead and facilitate effective relationships with stakeholders to ensure two way communication and implementation of effective effectively support a positive corporate and destination image.. • Maintain a strong knowledge of best practice communication methods and activities and lead a continuous improvement culture to these areas, within the team and across the organisation.

Key Accountabilities / Duties

Communication Services	<ul style="list-style-type: none"> • Coordinate delivery of actions identified in the annual Corporate Communications Strategy that achieve identified outcomes and aligns to Council priorities and strategies. • Lead a team of communication professionals to ensure the delivery of multi-purpose, high-quality and timely material across a range of platforms including media, web, social and publications. • Coordinate Council's media management program, ensuring effective relationships are built and maintained with local, regional and national media outlets to ensure sustained positive and factual media coverage which supports Council's priorities and strategies. • Provide advice to Manager Strategy Partnerships and Investment regarding media capabilities of the organisation and deliver/facilitate training and coaching as required. • Oversee team workloads and priorities, ensuring effective support is provided to internal stakeholders through agreed processes for major projects, issue management and engagement opportunities. • Work closely with Customer Experience and Engagement to ensure that effective direct communications with community are achieved and best practice engagement activities are undertaken and supported.
Corporate Sponsorship	<ul style="list-style-type: none"> • Oversee the effective implementation of corporate sponsorships in line with Council's Financial Assistance Policy and associated processes. • Identify opportunities to build community engagement and reputation through sponsorships and partnerships, enhancing the Council's reputation in the greater community. • Coordinate the effective consideration and response to sponsorship proposals, including provision of advice to internal stakeholders regarding benefits of proposals and identification of opportunities in alignment to Council priorities and strategies.
Internal Communications	<ul style="list-style-type: none"> • Coordinate delivery of actions identified in the Internal Communications Strategy. • Work closely with Digital Services Partner to ensure Council's intrant supports internal communications objectives. • Provide sound and informed advice to the Manager Strategy Partnerships and Investment regarding Council's internal communication opportunities and challenges, including providing insightful and appropriate approaches in response. • Work closely with People, Safety and Culture to ensure effective internal communications regarding organisational culture, corporate vision and change management are achieved. • Work closely with Customer Experience and Engagement to ensure effective internal communication platforms and processes align to Council's Customer Experience Charter and Strategy.

Key Accountabilities / Duties

Leadership and Relationships	<ul style="list-style-type: none"> • Represent the Branch ensuring that branch activities, projects and advice reflects a whole of council perspective, and considers the impact on the wider organisation. • Lead in a professional and ethical manner, promoting the vision, purpose and values of the organisation. • Provide the communication link from the Manager to the members of your branch. • Form positive, collaborative and customer-focused relationships with internal and external stakeholders.
Team/People Management	<ul style="list-style-type: none"> • Supervise your team and their duties ensuring that individual accountabilities and performance are monitored and achieved. • In conjunction with Council policies, make recommendations to the Manager on appointments, promotions and terminations of staff under your control. • Ensure that the organisation's policies and procedures are fully understood and adhered to by your team. • Foster a culture that values its people and encourages and supports Council's values. • Ensure appropriate communication to your team to ensure awareness of relevant key issues.
Corporate Reporting, Planning and Monitoring	<ul style="list-style-type: none"> • Assist Manager Strategy Partnerships and Investment in providing branch input and implementing the following strategic plans and documents; <ul style="list-style-type: none"> • Management Plan • Business Plan • Agreed brief • Branch Budget • Provide input into corporate plans, reports, programs, and policies as required.

Inherent Requirements of the Position

- Class C Drivers Licence
- A large majority of this role is office based, using computers/electronic systems, thus an inherent requirement of this position is the ability to complete sustained periods of work sitting at a desk utilising computers/electronic systems or other office based equipment
- The occupant of this position will be required to travel between Dubbo and Wellington and operate out of Council's office facilities as necessary
- The position is provided with a Dubbo Regional Council mobile phone which must be carried at all times. Personal calls are to be reimbursed regularly.
- This position is supplied with a mobile computing device for use on Council business.
- Ability to work irregular hours as required.

Selection Criteria

Essential

1. Bachelor degree in Communications, Marketing, Business or related discipline.
2. Superior leadership and communication skills with demonstrated ability to build and maintain effective stakeholder relationships.
3. Strong working knowledge of best communication practices including media management, stakeholder engagement and digital communications.
4. Experience in designing and delivering integrated communication or marketing programs in government or private sector to achieve measurable results.
5. Leadership experience with proven ability to create a positive team culture that fosters collaboration.
6. Demonstrated experience managing a multi-layered work program, with ability to provide clear transparency on progress to stakeholders.

Desirable

7. Experience in developing crisis communications or issue management plans or communication plans within a complex, high pressure environment.
8. Demonstrated experience in the development of long term strategies and operational or delivery plans to achieve communications, marketing or business outcomes within a large, diverse organisation.

Organisation Wide Accountabilities

Corporate Values

Creating Community for Today and Tomorrow

All employees have a responsibility to uphold the values of Dubbo Regional Council being:

- **Progressive**
 - Be Curious, Courageous and Committed
- **Sustainable**
 - Balanced Approach To Growth and Opportunity
- **One Team**
 - Working Together
- **Integrity**
 - Accountable For Our Actions

Work Health and Safety

All employees are responsible for the Work Health and Safety (WHS) for Dubbo Regional Council and their duties include:

- Complying with Council's WHS policies and procedures
- Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others
- Reporting any potential hazards, incidents or injuries to their Supervisor or People Culture and Safety within 48 hours
- Participating in any WHS consultation arrangements

	<ul style="list-style-type: none"> • Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace • Correctly using all personal protective equipment • Complying with emergency and evacuation procedures and site rules if applicable • The Chief Executive Officer, Directors (Officers), Managers and On-Site Supervisors have additional responsibilities as defined in the Dubbo Regional Council Work Health and Safety and Consultation Policy
Sustainability	Staff will give equal priority to improving and enhancing Council's economic, social and environmental outcomes by integrating sustainability into all decision making processes. This includes continuously increasing efficiencies, reducing resource use, sustainable procurement, maintaining service levels and protecting our natural assets. It is expected that all staff can demonstrate awareness and participation in sustainable work practices.
Code of Conduct and Equal Employment Opportunity	<p>Staff will, at all times, adhere to:</p> <ul style="list-style-type: none"> • Council's adopted Code of Conduct. • Council's Anti-Discrimination, Harassment and Equal Employment Opportunity Policy to foster a fair and equitable workplace free of illegal discrimination, harassment and bullying behaviour.

Acceptance:

I, _____ confirm I have read and understood the Position Description. As the incumbent of this position, I agree to work in accordance with the requirements of the position and will abide by Dubbo Regional Council's policies and procedures.

I understand this Position Description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I acknowledge that the organisation, in response to changing priorities, may vary tasks and responsibilities from time to time.

Signature:

Date: