

Position Description

Title: Manager Community Partnerships	Classification: Band 4
Department: Corporate	Reports to: Director Corporate
Tenure: Permanent	FTE: 1

Context

The Manager Community Partnerships leads the external customer-facing aspects of Council and operates in a context subject to social, technological, and political change. In particular, the changing needs of the community, the pace of technological change that has an impact on how services may be delivered and how customers wish to engage, and how Council and the community relate to each other from a political perspective are all key contributing factors to be addressed over time through the work of Council and this role.

Working within the Corporate Directorate, the role incumbent needs to form constructive and productive relationships within and outside the Community Partnerships team, including other Managers, Directors and the General Manager, to make sure that communication, customer service and engagement opportunities and concerns are raised at the right time for sound decision-making by Council.

This role is part of the Manager group and the incumbent is expected to contribute openly and constructively as part of a member of the leadership team of Council.

Role Purpose:

To lead the Community Partnerships team by creating the conditions for efficient, effective and coherent customer, communication, and engagement services on an internal and external basis.

Key Accountabilities:

1. Design and deliver the following integrated, coherent, customer-focused services:
 - Communications: undertaking media relations, graphic design, campaign development, issues management, advertising, website, intranet, newsletters, social media management and corporate publications work.
 - Engagement: undertaking community programming, auspiced community care and support services, and jobs growth and business support for new and existing corporate businesses.
 - Customer Service: providing customer service through a multi-channel approach, having charge of enquiry and payment management.
 - Library Service: Provide a professional library service to meet the needs of Kempsey Shire Council. Coordinate the strategic planning for the future development of library services.

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2. Develop and proactively manage a positive and consistent Council brand, image, and reputation
 - Engage in event management concerning Council and non Council community events.
 - Actively promote Council within and outside the Mid North Coast Region.
 - Ensure education, compliance and guidance to social media such as Facebook, LinkedIn, viber, whats app, etc.
 - Provide guidance and support to Senior Management and elected members pertaining to all forms of media and social mediums.
 - Network, lobby and build effective relationship with media outlets, TV, print and radio.
 - Utilise and employ strategies to minimise any negative publicity regarding Council.
 - Coordinate and lead campaigns for Council with positive feedback and outcomes.
 3. Ensure Kempsey Shire Council consistently provides responsive and efficient customer services, communication, and engagement by:
 - Constantly reviewing and making changes to services against identified and changing needs of the organisation and the community.
 - Establishing and maintaining programs and services to meet the identified needs, including effective community engagement mechanisms.
 - Developing and implementing a Customer Service Excellence Framework.
 - Designing, implementing and managing policies, standards, practices, systems, advice and processes that support the consistent delivery of high quality and effective customer service across Council, including through effective information management.
 4. Support Kempsey Shire Council as a high performance organisation by:
 - Ensuring that all staff have clearly defined responsibilities, objectives and performance criteria covering their positions.
 - Implementing and managing individual performance that flows from organisational goals and priorities.
 - Identifying technical and leadership needs and developing solutions to mediate organisational gaps.
 - Contributing to Council's strategic and corporate planning for meeting the community's needs now and into the future.
 - Actively participating in a regular performance review consistent with Council's Performance Development System and relevant Staff Policies.
 5. Support leaders across Council to appropriately apply Communication policies, practices and standards by:
 - Consistently communicating the value, benefits and opportunities created by the work of the Communication team.
 - Monitoring, reviewing and recommending improvements to processes based on the needs of internal and external customers.
 - Establishing an efficient and co-operative working relationship between Council employees and customers by ensuring the whole business understands customer service standards, satisfaction drivers and addressing customer dissatisfaction.
 - Monitoring, reporting and analysing complaints and levels of satisfaction for Council and recommending improvements to assist the organisation to meet its objectives
 - Providing support to other staff in developing and implementing customer-focussed strategies and plans, programming, and services.

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6. Provide leadership and management to the Communication group through:
 - o Mentoring, support and development of the direct reports within the Group.
 - o Monitoring and managing of the teams' performance within the Group.
 - o Leading the group to achieve Council's customer service and communication objectives.
 - o Effective budgetary management.
 7. Perform other reasonable duties as directed by the Director, Corporate or their delegate

Supervision Received:

This role reports to the Director Corporate.

Supervision Exercised:

The following roles report to the Manager Community Partnerships:

- Team Leader Communication and Inclusion
- Team Leader Library
- Team Leader Customer Services

Role Authorisation:

Date

Role Acceptance and Accountabilities:

The work of the role has been discussed and explained to me and I expect to be held to account for work performed in accordance with this role.

.....(Role Incumbent's Signature) *Date*