#### POSITION DESCRIPTION

# PART 1 – POSITION DETAILS

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| **Position Title:** | Communications Manager |
| **Classification Level:** | Contract |
| **Date prepared** | July 2017 |
| **Position Purpose:** |  |
| **Reports To (Position Title):** | Chief Executive Officer |
| **Roles Reporting To This:** | * Digital Design Officer * Media Officer * Senior Communications Officer * Web Designer * Graphic Designer |
| **Key Relationships / Interactions:** | * Elected Representatives * Executive Leadership Team * Media Outlets * External Agencies * Customer Groups within Council * Contractors as required |
| **Decision Making Authority:** | Within delegated authority and in accordance with Council Policies. |

I hereby agree to abide by Council values and the *Local Government Act 2009* and note that this position description clearly outlines the specific responsibilities and duties that are to be carried out as part of this role of which I agree to perform at the best of my abilities. I also understand that the selection criteria represent the minimum requirements to perform the duties at the current level.

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| **Signature of Employee:** |  |
| **Print Name:** |  |
| **Date:** | **/** **/** |

**PART 2 – KEY RESPONSIBILITIES**

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| Key Result Area | Major Tasks |
| **Job Specific**  **Responsibilities** | 1. Provide expert advice and service to the Mayor, Elected Representatives Executive Leadership team on communications and public relations. 2. Develop and maintain strong relationships with business areas to ensure communicaton services meet their needs and develop high-level innovative and cost-effective solutions to achieve best practice communication outcomes for the Council 3. Lead the Communications Team to provide an effective service to internal customers in areas such as news media management, social media, event management and public relations. manage communication and media services of the department to resolve complex and controversial issues 4. Provide corporate frameworks for consistent branding and identity across mediums such as Social Media, Visual Identity, Signage, Advertising, Media Relations. 5. Develop and implement frameworks and systems for managing communication and reporting activities that support enterprise-wide strategic priorities and business needs 6. Lead the implementation and continuous improvement of communication strategies and plans that ensure the activities of the Council meet key internal and external stakeholder needs and ensure critical incidents are managed effectively and efficiently 7. Provide both direction and advice on activities such as advertising, corporate websites, key marketing collateral, campaign management and community engagement. 8. Lead regular employee engagement surveys across office and field based staff, including the development of survey questions, administration of the survey across multiple mediums, the collation of results and development and implementation of an action plan to addess survey feedback, for consideration of the Executive Leadership Team 9. It is expected that the incumbent undertake other reasonable duties and tasks requested by Management within the incumbents capabilities, including additional duties as required during periods of absence of other staff. |
| **Communication & Interpersonal Responsibilities** | 1. Provide information to stakeholders on the progress of work tasks as required. 2. Take a lead role in promoting project outcomes and acumen through appropriate communication mechanisms. 3. Model behaviours that reinforce open and honest communication with stakeholders and peers. 4. Project and promote the image of Council as being efficient, courteous and customer focused. 5. Effectively communicate with different levels of the organisation from Mayor, Councillors, General Managers, team members, operational staff and the public. 6. Comply with Council’s Code of Conduct |
| **Legislative Responsibilities** | 1. Administer and monitor auditable programs in accordance with the requirements of related Acts and Regulations. 2. Corporate recordkeeping is the responsibility of all staff. This position is required to comply with the Council’s “Record Keeping Governance Policy” or such policies, procedures or guidelines as in place at any time. 3. Observe Council’s policies and procedures to ensure compliance with:    * Work Health and Safety Act 2011;    * Work Health and Safety Regulation 2011;    * Environmental Protection Act 1994; and    * Environmental Protection Regulation 2008    * Anti Discrimination Act 1991    * Public Interest Disclosure Act 2010 |
| **Workplace Health and Safety Responsibilities** | 1. Assist to ensure the work environment complies with workplace health and safety legislation by reporting accidents and potential hazards to your supervisor using the appropriate form/system in a timely manner. 2. Ensure you comply with correct use and storage of personal protective equipment. |
| **Confidentiality and Privacy** | 1. Keep all confidential information, whether written or verbal, as well as any intellectual property developed, utilized or otherwise gained by the employee in the course of employment, completely confidential, even after completion of employment. 2. Ensure compliance with:  * Right to Information Act 2009 * Information Privacy Act 2009 |
| **Environmental Responsibilities** | 1. Comply with Council’s Policies and Procedures to assist in the elimination and prevention of the risk of environmental harm due to the workplace or workplace activities 2. Assist to ensure that Council's strategic and operational activities are planned and conducted in such a manner as to minimise, and where possible avoid, adverse effects on the environment and social surroundings. |
| **Financial Responsibilities** | 1. Comply with Procurement Manual Governance Policy to ensure  Council uses public funds in an efficient manner to achieve the optimum value for funds expended. |

**PART 3 – PERSON SPECIFICATION**

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| **Qualifications & Experience** |
| * Substantial experience in providing confidential, expert strategic media public relations and communications advice in the private or public sector. * Proven leadership of a communications team in a medium to large organisation. * Demonstrated experience in building relationships with internal and external stakeholders – within a mid to large private or public sector organisation. |
| **Technical Skills & Abilities** |
| * Highly developed communication skills and experience, including the ability to research, write, edit and prepare media releases, speeches, articles, website and social media and other relevant text, to prescribed deadlines |

**PART 4 – SELECTION CRITERIA**

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| **Essential Skills, Experience & Qualifications** |
| 1. Provision of a satisfactory Criminal History Check – Police Certificate (Australia wide – name only) |

**PART 5 – PHYSICAL CAPABILITIES CHECKLIST**

Any applicant may need to pass a Pre-Employment Medical which measures the applicant’s physical capability to carry out the inherent physical requirements of the position.