

Senior Communications and Community Engagement Advisor – Circular Economy

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| Reports to | Coordinator Communications and Brand | Key Relationships | Waste Team |
| Classification | Band 7D | | Environment Team |
| Position number | | | Engaged Communities (Communications) Team |

What will you do?

Service Delivery

- Lead Communications, Community Engagement and Advocacy for specific projects in the City Services Directorate with a focus on the circular economy principles of eliminating waste and pollution, circulate products and materials (at their highest value), and regenerate nature.
- You will work on our climate action plan, delivering our FOGO service and future planning for waste and recycling initiatives.
- Create strong and innovative communication and engagement activities.
- Assist relevant Managers in identifying advocacy opportunities.
- Provide accurate, timely and specialist advice to others.
- Implement community engagement activities.

Systems and process

- Design and implement work practices that are responsive, flexible and financially sustainable.
- Lead projects and activities in an integrated way to support organisational wide performance
- Source, collect, analyse information and provide communication, engagement and advocacy advice to the Directorate.

People

- Share knowledge and expertise with others.
- Collaborate with key internal and external stakeholders (to ensure communication and messaging is collaboratively developed and effective.

Who are you?

- Tertiary qualified in Communications, Community Engagement or relevant field.
- A great story teller, able to identify key outcomes and messages from reports and meetings and develop a strong narrative to inform and advise community, staff and Councillors.
- An innovator with a track record of developing and delivering effective communications that encourages engagement with the community.
- A strategic thinker with an understanding of the diverse needs of the community, the local government environment and ability to plan for delivery of high quality outcomes.
- A problem solver, able to resolve issues to meet the needs of internal and external stakeholders.
- Flexible to respond to changing priorities and able to complete tasks within tight timeframes.
- A collaborator with demonstrated success in partnering with key stakeholders to achieve mutually beneficial outcomes.

What do we expect from you?

- To model and champion our values.
- Be dedicated to delivering a consistent, connected and customer focused service.
- A commitment to maintaining a safe and healthy workplace.
- Act consistently with our Employee Code of Conduct.
- Be flexible and responsive and prepared to step-up in times of need.

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What are your key responsibilities?

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| Service delivery | <ul style="list-style-type: none"> • Develop and implement effective Communication and Community Engagement Plans. • Provide communications guidance, support and co-ordination to Directorate staff. • Develop regular contributions and reports for all channels including Councillor Bulletin. • Prepare and review letters regarding advocacy opportunities to external parties to ensure messaging is consistent and on point. • Draft responses to media enquiries. • Prepare Manningham Matters (<i>external monthly newsletter</i>) articles. • Develop Customer Service protocols to manage messaging. • Manage the relevant pages on Councils website (refine and regularly update then). • Contribute to posts on Council's social media channels. |
| Systems and process | <ul style="list-style-type: none"> • Maintain and implement risk management and safe work practices. • Implement robust and accountable information management practices. |
| People | <ul style="list-style-type: none"> • Work together to identify and implement ways to improve and implement processes to achieve service unit goals. • Share experience and technical knowledge and information with others. • Resource support for the nominated projects. • Engage in collaborative and effective partnerships and relationships that assist in delivery of programs. |

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What are the key requirements?

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| Accountability and extent of authority | <ul style="list-style-type: none"> Accountable for the provision of communications, community engagements and advocacy advice and recommendations. Accountable for the development of strategies, campaigns, material and communication channels for the nominated projects. Responsible effective collaboration and liaison with external stakeholders to ensure the interests of Manningham are represented. |
| Judgement and decision making | <ul style="list-style-type: none"> Make decisions for communication, community engagement and advocacy activities in relation to the nominated projects requiring a high degree of creativity, originality and innovation. Sound analytical skills, including the ability to develop innovative solutions to problems through judgement, research, creative thinking, discussion, negotiation and teamwork. Ability to make decisions and recommend actions with minimal direction. Working knowledge of operating within a political environment with a solid understanding of the impact of their role in contributing to a positive image for the Council. |
| Specialist knowledge and skills | <ul style="list-style-type: none"> Expert in communication, community engagement and advocacy practices and principles to be able to develop plans for major projects and programs. Ability to prepare communication, community engagement and advocacy content for print and digital channels and monitor and report back on digital communication. Ability to develop a well-developed knowledge of the long term goals of the organisation and how it impacts messaging, campaigns, communication and collaboration with stakeholders. Exceptional attention to detail, particularly when writing and editing. |
| Management skills | <ul style="list-style-type: none"> Ability to work at both a strategic and operational level. Coaching and mentoring skills enabling the transfer of knowledge and skills in field of speciality. Ability to complete tasks within timeframes and the flexibility to respond to changing priorities. |
| Interpersonal skills | <ul style="list-style-type: none"> Ability to gain cooperation of stakeholders including the community, employees and external contractors in the delivery of communication, community engagement and advocacy activities. Ability to build and maintain strong stakeholder partnerships and relationships. Excellent oral and written communication skills, including the ability to prepare complex and accurate reports. Advocacy skills with the ability to effectively liaise in complex public situations. |
| Qualifications and experience | <ul style="list-style-type: none"> Tertiary qualifications in communications or Community Engagement and experience in a similar role or; lesser qualification with extensive in similar role advocating a large community project. Demonstrated experience in Journalism experience would be well regarded. IAP2 qualification would be well regarded. |