

Position Description

Position Title:	Community Engagement Officer
Directorate:	Strategy & Engagement
Service Unit:	Major Events and Corporate Affairs
Salary Point:	13
Position Reports To:	Community Engagement Coordinator
Staff Management:	Responsible for own work only
Budget Responsibility:	No
Date PD Reviewed:	April 2019

Organisation Context of Position
<p>City of Newcastle employs over 900 staff and is responsible for a local government area of 187km². Newcastle has a population of 148,000 and is the business and cultural centre of the Hunter region, home to over 620,000 people. In the heart of the Hunter Region, City of Newcastle has a variety of locations across the City and encompasses 5 Directorates:</p> <ul style="list-style-type: none"> • Governance • Strategy and Engagement • People and Culture • Infrastructure and Property • City Wide Services <p>The purpose of the Strategy & Engagement Directorate is to:</p> <ul style="list-style-type: none"> • Engage the community in the development and delivery of actions aligned with CN's Community Strategic Plan - <i>Newcastle 2030</i>. • Coordinate Newcastle's approach to economic growth within the region including promotion of the city's major events. • Ensure clear, transparent and responsive communications between CN, CN employees, and all external stakeholders, in particular the Newcastle Community. • Provide effective IT Systems & Strategies to ensure the efficient flow of information between Council Business Units whilst also ensuring CN is leveraging the benefits of technology in its service provision. <p>The Service Elements that form the Strategy & Engagement Directorate are:</p> <ul style="list-style-type: none"> • Information Technology • Major Events & Corporate Affairs • Corporate & Community Planning

Workplace Health & Safety	
WHS RAA Level	6
For specific WHS Responsibilities, Authorities & Accountabilities applicable to this position, the position holder will refer to the WHS Responsibilities, Authorities & Accountabilities matrix in the WH&S Management System. The person accepting the position will be required to sign off that they have received and understood their WHS Responsibilities, Authorities & Accountabilities.	

Position Responsibilities

- Assist City of Newcastle (CN) to engage with the community utilising a wide range of engagement tools and techniques.
- Develop, design and implement engagement programs, surveys as well as online engagement activities and face to face engagement in conjunction with the Major Events and Corporate Affairs (MECA) team.
- Conduct statistical analysis of resident feedback and compilation of high quality analytical and interpretative reports.
- Champion community engagement at CN and help develop mechanisms to advance CN's community engagement effectiveness.
- Deliver measurable improvements in the effectiveness of CN's community engagement.
- Research, monitor and review trends & strategies in community engagement.
- Demonstrate effective interpersonal skills by establishing a positive working relationship with a broad range of stakeholders.
- Develop broad ranging communications and engagement strategies to promote CN's projects, priorities and services to help maintain the integrity and accuracy of information to the community.
- Identify emerging critical issues and develop and implement issues management strategies in conjunction with the MECA team.
- Any other accountabilities or duties as directed by Supervisor / Manager which are within the employee's skill, competence and training.

Position Selection Criteria

Essential

1. Relevant degree in marketing, the social sciences or humanities, with solid work experience in marketing, communications, social research or a related field and or relevant experience.
2. Understanding of and experience with a range of social research approaches, methods, and techniques and ability to select appropriate methods for different engagement requirements.
3. Sound experience in the design, and implementation of qualitative and quantitative social research, as well as demonstrated data analytical and interpretation skills.
4. Proven ability to facilitate face to face engagement with both small and large groups.
5. Demonstrated high level written and verbal communication skills, developing high quality marketing collateral and demonstrating strong presentation and report writing skills.
6. High level computer skills particularly with database management and statistical analysis software.
7. Ability to work outside of normal working hours, during the evening or on weekends.
8. Possess a C class driver's license.

Desirable

1. Experience with using electronic/online engagement tools.
2. Understanding of and commitment to ethical research practice and the principles of social justice and equity.
3. Well-developed personal initiative, ability to meet deadlines and to balance competing priorities.
4. Demonstrated ability to work both independently and within teams, including interdisciplinary teams and to collaborate with staff of varying disciplines.
5. Demonstrated ability to manage projects.