

Position Description

Corporate Communications and Engagement Specialist

Position Details

Position No:	500 027
Department	Customer, Corporate Services and Economy
Employment Status:	Permanent Full Time
Reporting to:	Director Customer, Corporate Services & Economy
Direct Reports:	1-3
Indirect Reports:	0
Band/Level	Professional/Specialist Band 3, Level 2
Grade:	Grade 15
Allowances	Nil.

This document describes the key accountabilities, duties and required capabilities of the position and is not designed to be prescriptive. The incumbent can expect to undertake other duties in addition to those described in this document, in line with changing strategic and operational requirements.

Position Purpose

The Corporate Communications and Engagement Specialist is responsible for developing, implementing and improving Parkes Shire Council's strategic internal and external communications and engagement strategies to effectively promote Council's decisions, services, projects and events and enhance the organisation's corporate reputation.

Authority and Delegations

The incumbent has the authority to take any reasonable action that is consistent with the accountabilities and duties of the position, as described in this document, and to ensure the safe and efficient undertaking of work activities. The incumbent's authority to act is subject to any limitation imposed by Council policies and procedures.

Under section 378 of the *Local Government Act 1993*, the General Manager may sub-delegate powers, authorities, duties or functions of Council to this position. The incumbent must exercise any delegations conferred to the position in accordance with Council's Code of Conduct and all relevant Council policies and procedures.

Delegations applicable to this position are contained in Council's Delegations Register, which is modified from time to time.



Key Accountabilities

Position Accountabilities

1. Develop, implement and review Council's Communication and Engagement Strategy, including managing the successful delivery of projects, programs and initiatives arising from the strategy.
2. Oversee the development, implementation and evaluation of Council's corporate in accordance with the Brand Guidelines, ensuring consistent and professional application across all platforms, mediums and assets, both internally and externally.
3. Develop a range of proactive communication strategies, programs and collateral to effectively promote Council's decisions, services, projects and events and enhance the organisation's corporate reputation.
4. Coordinate all responsive engagement, including receiving and researching incoming Engagement enquiries; developing and executing informative, accurate and timely responses to enquiries; and providing trusted, expert advice to the Mayor, General Manager and Executive Team on Engagement.
5. Develop and cultivate strong working relationships with local and regional Engagement outlets and key stakeholders, leveraging relationships to effectively promote Council's decisions, projects, services and events and enhance the organisation's corporate reputation.
6. Manage Council's online corporate communications platforms and preparing timely, targeted and engaging content to effectively promote Council's decisions, projects, services and events and enhance the organisation's corporate reputation.
7. Undertake other duties as required by Parkes Shire Council, within the scope of the incumbent's capabilities, knowledge, and experience.

Supervisory Accountabilities

1. Champion Council's vision and the organisation's mission, modelling behaviours which support and align with Council's values.
2. Ensure the effective and efficient operation of the Records and Information Management team and monitor performance to ensure it meets operational and Budget allocation requirements.
3. Build, promote and sustain a culture within the team that enables effective teamwork, collaboration and continuous improvement.
4. Regularly appraise staff performance and provide constructive feedback and ensure ongoing development in accordance with Council's performance review system.
5. Ensure staff are suitably trained and establish a training and development plan for staff with an emphasis on succession planning.

Corporate Accountabilities

- Ensure personal and professional behaviour is consistent with Council's Code of Conduct and Equal Employment Opportunity (EEO) principles and report any known breaches.
- Execute work with probity, accountability and transparency to prevent incidents of fraud and corruption in Council's organisation and operations and report any known incidents.
- Actively perform as a team member and contribute to the outcomes of work teams in a collaborative, professional and productive manner.
- Assume responsibility for and manage own work, regularly appraising own performance against required levels of performance.
- Undertake training and attend professional development opportunities, if and as required.



- Store and maintain corporate records in Council's Electronic Document and Records Management System (EDRMS) in accordance with relevant policies, procedures and the *State Records Act*.
- Identify, assess and treat risk relevant to the position.
- Convey a professional image of Council and dress appropriately for the role, including wearing Personal Protective Equipment (PPE) or prescribed corporate uniform, if and as required.
- Communicate with customers in a professional and courteous manner, ensuring customers are provided with clear, accurate and timely information and requests are processed within required timeframes.

Position Requirements

Essential

1. Tertiary qualification/s in Communications, Journalism, Public Relations or related discipline.
2. Extensive experience in developing and delivering communications strategies and plans to support the successful delivery of high-profile projects in a large, complex organisation.
3. Highly developed professional written communication skills, including demonstrated experience in writing a wide variety of engaging material tailored for different audiences and platforms, such as Engagement releases, speeches, newsletter content, website content, and social Engagement content.
4. Extensive knowledge of contemporary Engagement operational methods, including thorough knowledge of the digital environment and social Engagement and proven ability in dealing with the electronic and print Engagement to facilitate a positive image of an organisation.
5. Excellent interpersonal skills and ability to foster quality working relationships with a wide variety of internal and external stakeholders, including Engagement outlets, State and Federal Government agencies, business/industry organisations, and community groups.
6. Proven ability to research and analyse issues promptly and use a high level of judgement to identify problems and recommend appropriate solutions.
7. Flexibility and willingness to attend meetings and events outside of business hours.
8. Excellent standard of IT literacy and advanced computer and software skills, including proficiency in the Microsoft Office suite of applications.
9. Current and maintained NSW Driver's Licence.

Desirable

1. Completion of IAP2 Certificate of Engagement.
2. Experience in writing for a public sector organisation and understanding of Government processes.
3. Knowledge of the role, functions and responsibilities of Local Government.



Key Relationships

Who	Why
Internal	
Executive Manager Corporate Services	<ul style="list-style-type: none">• Receive guidance and report on progress towards corporate objectives.• Provide expert advice and support and contribute to decision-making.• Identify emerging issues/risks and their implications and propose solutions.
Mayor, General Manager and Executive Leadership Team	<ul style="list-style-type: none">• Provide timely, trusted and expert advice on engagement, including key messaging, presentation and reputation protection.
Council Staff	<ul style="list-style-type: none">• Provide expert advice on a range of Corporate Communications and Engagement-related issues and strategies.• Manage expectations and resolve issues.
External	
Government Departments and Agencies	<ul style="list-style-type: none">• Provide expert advice on a range of Corporate Communications and Engagement-related issues and strategies.• Develop and maintain effective and collaborative working relationships.
Engagement	<ul style="list-style-type: none">• Receive, register and action Engagement enquiries, ensuring production of timely and accurate responses.• Optimise engagement to achieve defined outcomes.
Customers	<ul style="list-style-type: none">• Manage expectations and resolve issues.








Capability Framework

Capabilities for the role The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: “how we do things around here”. It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce.

The Local Government Capability Framework is available at www.lgnsw.org.au/capability

Below is the full list of capabilities and the level required for this position. The focus capabilities are in **bold**.

Capability Group	Capability Name	Level
Personal Attributes 	Manage Self	Adept
	Display Resilience and Courage	Intermediate
	Act with Integrity	Adept
	Demonstrate Accountability	Adept
Relationships 	Communicate and Engage	Adept
	Community and Customer Focus	Adept
	Work Collaboratively	Intermediate
	Influence and Negotiate	Adept
Results 	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Create and Innovate	Adept
	Deliver Results	Adept
Resources 	Finance	Foundational
	Assets and Tools	Foundational
	Technology and Information	Adept
	Procurement and Contracts	Foundational
Workforce Leadership 	Manage and Develop People	Intermediate
	Inspire Direction and Purpose	Adept
	Optimise Workforce Contribution	Adept
	Lead and Manage Change	Intermediate



Acknowledgment

I confirm that 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 Parkes Shire 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.

Name:

Signature:

Date://



ANNEXURE A - Work Health and Safety (WHS) Responsibilities

Workers	
Includes: ALL Council WORKERS (Co-ordinators, Assistants, Supervisors with no supervisory role, Administrative workers, Team Leaders, library workers, tourism officers, childcare workers, pool coordinators, lifeguards, trades people, Contractors, Subcontractors, Volunteers, Work Experience students.)	
Responsibility	Performance Measure
1. To comply with all Council safety policies and procedures including applicable SWMSs, SOPs or Project/Event Safety Management Plans.	<ul style="list-style-type: none">– Work in a safe manner without risk to themselves, others or the environment.– Always follow established and communicated safe work procedures (this includes any permit requirements for high risk work).– Report all incidents, hazards, injuries, illness or property damage, theft or loss.– Participate in agreed WHS consultation arrangements– Participate in site inspections, site risk assessments (WASPs) or incident investigations as requested.– Seek assistance/clarification if unsure of WHS rules or procedures.– Report any faulty tools or plant.– Correctly use and maintain all personal protective equipment provided as required.– Complying with emergency and evacuation procedures.– Participate in any required WHS training or induction.– Follow any verbal directions given by any Parkes Shire Council employee with regard to WHS.– Participate in WHSMS review activities as required/requested.
2. Additional Responsibilities for Contractors or Sub Contractors:	<ul style="list-style-type: none">– To complying with WHS requirements contained within relevant tender/contract documents.– Participate in weekly WHS performance reviews conducted by Parkes Shire Council employees.– Report and share safety concerns/information regarding a worksite where Council workers are present.



ANNEXURE B - Organisational Chart

