Position Title:	Communications Manager (PN 180)		
Position Type:	Permanent Full-time		
Department:	Community Partnerships		
Date Approved:	May 2024		
Hours per week:	35	**Award Classification:**	Band 3, Level 3
FTE	1	**Salary Classification**	Grade 6

Position Purpose

The Communications Manager is responsible for providing leadership and strategic direction to the Communications team and ultimately the implementation and review of the Corporate Communications Strategy.

Taking a proactive approach, the Communications Manager will develop and enhance key stakeholder relationships, grow and diversify audiences, evolve the communications team in-line with contemporary communications practices and lead new approaches to digital communications and audience engagement.

Working within the Corporate and Commercial Directorate the role incumbent needs to form constructive and productive relationships with both internal and external stakeholders, including media representatives and Government agencies, to deliver communications outcomes that support Council's strategic vision.

Key Accountabilities

- Proactively manage the organisation's reputation, identify issues and develop appropriate crisis management and mitigation strategies.

- Work with the Group Manager Community Partnerships to provide considered advice and expertise to the Leadership Team and Mayor on communications and public relations issues.

- Lead the Communications Team to provide an effective service to internal customers to generate proactive content distributed through a range of channels including digital, media and marketing.

- Review and implement frameworks for consistent branding and visual identity.

- Develop and implement systems to manage workflow, internal requests and appropriate resourcing to ensure successful and timely delivery of communications services.

- Provide media liaison, organisational guidance and training to members of the organisation.

- Provide leadership and management to the Communications team by developing a positive team culture, mentoring and supporting their development, providing clear direction and expectations, and setting and monitoring performance against KPIs.

- Assist the Group Manager Community Partnerships to plan for, monitor and review budgets and financial targets.

Core Competencies (Knowledge Skills and Experience)

Qualifications

- Tertiary qualifications in Journalism, Communications or related field and\or demonstrated relevant industry experience.

- Hold and maintain a current NSW Driver's licence.

Note: All licenses/tickets stated in the position description must be current/valid during the duration of your employment. Should there be a change in status it is the employee's responsibility to notify Council as soon as practicable.

Skills and Experience

- Previous experience in a Local Government communications environment desirable.

- Proven ability to develop and deliver effective communication strategies to diverse audiences.
- Experience in media relations, including preparing media releases and handling media enquiries.

- Proficiency in digital communication tools and platforms, including social media management, content management systems, and analytics software.

- Strong professional writing and editing skills, including writing for multiple audiences in various formats.

- Excellent interpersonal, communication and negotiation skills and a consultative approach to the workplace and community.

- Good time management and organisational skills with an ability to prioritise multiple tasks and projects to achieve measurable performance objectives within a deadline driven environment.

- Strong, effective leadership skills, with demonstrated ability to effectively lead, manage, supervise and staff and external contractors.

Values

Kempsey Shire Council's values are at the core of our work. It is expected that your conduct will reflect Council values, and your commitment to these values will be central to your successful performance as an employee.

Value	Expected behaviour
Passion	- We approach our work with enthusiasm and drive to make a difference - We inspire others with our thirst for excellence - We take pride in the customer service we deliver
Integrity	- We act ethically and honestly and work to build the trust and confidence of the community and staff - We act with pride and respect while being loyal and accountable
Innovation	- We challenge the status quo and are prepared to take risks, to achieve creative and efficient solutions - We promote and deliver change in the way we work
Communication	- We ensure open communication for all - We openly and proactively listen and provide information

Respect	• We consider workmates, community, the workplace and environment • We treat people as we would like to be treated
Collaboration	• We seek what is best for the team, not what is best for the individual • We work together to achieve a shared vision • We are connected with and care for each other • We encourage and pay attention to those around us

Supervision Received

This role reports to the Group Manager Community Partnerships.

Supervision Exercised

The following roles report to the Communications Manager:

- Communications Officer (Design)
- Communications Officer (Marketing)
- Communications Officer (Projects)
- Communications Officer (Media)
- Junior Communications Officer

Position Description Endorsement

Learning and Development

Position Description reviewed and approved by:

People and Culture Representative:	*KH*
Position Title:	Learning and Development Officer
Date:	20 May 2025

People and Culture Authorisation

Position Description reviewed and approved by:

People and Culture Representative:	*CM*
Position Title:	People and Culture Advisor
Date:	16 May 2025

Role Authorisation

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Role Acceptance

I have read and understood the content of the Position Description for my role. I will undertake the responsibilities and behaviour required of me and expect to be held accountable for work performed in accordance with this role.

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