



Position Description – Community Engagement Officer

Division	Engaged Community
Portfolio	Community Engagement and Experience
Business Unit	Community Engagement and Experience Admin
Level	6
Reports To	Community Engagement Coordinator
Prescribed Position	No

Position Objective

Partnering in collaboration with the business, this position will act as a subject matter expert within the Community Engagement & Experience Portfolio and is responsible for the successful and ongoing development, implementation and evaluation of communication and stakeholder engagement strategies and plans to deliver successful projects and initiatives within the City of Charles Sturt.

This role will guide and support the effective management of stakeholders and the engagement needs of the organisation. The position will be responsible for developing comprehensive engagement plans and content, working collaboratively across the organisation to support delivery of the city's infrastructure projects and strategic programs.

This position will contribute to continually improving the reach, effectiveness, consistency and quality of community engagement and participation through staff development, skill transfer, review of systems and processes, and the management and collection of information.

Key Responsibilities

- Partner with all portfolios to lead, plan and deliver community engagement activities within agreed project frameworks and timelines.
- Write, edit and create concise, meaningful and engaging content and messaging for print and digital mediums, as well as briefing and overseeing design of all communications materials.
- Prepare, produce and distribute all engagement information and collateral including Elected Member and stakeholder briefings, promotional material, ongoing project updates etc.
- Coordinate and facilitate the delivery of events, workshops, public meetings and community consultation activities to maximise community participation and engagement outcomes in support of strategic initiatives and city projects.

- As first point of contact for community engagement, manage all stakeholder queries, issues and registers of communication/feedback.
- Effectively utilise a range of communication methods, tools and platforms, including Your Say Charles Sturt, to increase community participation and awareness of projects and initiatives, and delivery of community-centric outcomes.
- Provide technical advice and guidance on community and stakeholder relations to business leaders and project staff, including participation in project working groups.
- Act as community liaison to identified key stakeholders and external agencies throughout project delivery, to ensure seamless communication from project inception to completion.
- Partner with the business to understand project complexities from inception to delivery to identify and manage reputational risks early. Mitigate identified risks and potential disruptions by employing best practice engagement techniques to understand community sentiment and manage expectations throughout the life of the project.
- Identify, develop and implement continuous improvement initiatives in response to organisational needs and lessons learned, to improve the performance and effectiveness of communications and engagement activities and community experience outcomes.
- Cultivate and maintain effective working relationships with Elected Members and council staff, community groups and external parties.
- Ensure implementation of Councils Community Engagement and Public consultation policies, including monitoring adherence.
- When necessary, outsource community engagement activities including requests for quotes, briefings, and contractor appointments.
- Prepare succinct, transparent and objective community engagement reports to present engagement findings and summarise key themes for multiple audiences including project staff, community and Council.
- Participate in internal and external engagement peer network to promote and advocate for Council's community engagement approaches and stay abreast of best practice techniques, trends and updates.
- Work with relevant portfolio managers in the review of corporate and community strategic plans.
- Collaborate across the organisation to ensure community engagement activities are appropriately resourced and scheduled.
- Adhere to Council's Public Consultation Policy, procedures and relevant legislation when planning and delivering engagement, including ongoing monitoring for adherence. Continually raise awareness of engagement and consultation requirements both internally and externally.
- Positively contribute to our constructive culture by living our values which guide decision making and delivery of outcomes for our community.
- Actively deliver an innovative customer experience that's effortless, delivered with care and exceeds our customers' expectations.

- Responsible for being actively involved in the identification and management of the day to day risks of their activities and projects.
- Take reasonable care for your own and others health and wellbeing in accordance with the Work Health & Safety Act 2012 and with Council's Work Health & Safety Management Systems.
- Promote and maintain a child safe environment and take action as per Council's Children and Vulnerable Persons Policy.

Selection Criteria

Skills

- Strong interpersonal and customer service skills, with a demonstrated ability to relate to people of diverse ages and backgrounds, and to communicate and build positive relationships with diverse communities of interest.
- Effective presentation, facilitation and report writing skills, including the ability to interpret and clearly articulate information.
- Excellent project management and time management skills to assess priorities and meet agreed milestones and deadlines.
- Ability to think critically, make difficult decisions, and solve complex problems, yet comfortable to seek advice on unique situations.
- Demonstrated ability to prepare and deliver creative communications and engagement plans.
- Extensive experience in a wide range of communications and engagement techniques at all levels, particularly in relation to difficult and complex issues with competing stakeholder interests and communities facing proposals for change.
- Demonstrated ability to use initiative and maintain a high level of tact, confidentiality, discretion and judgement.
- Highly motivated, able to work as a member of a team or as an individual. High level of autonomy to self-discipline and initiative to work under limited direction exercising autonomy by showing initiative to manage own work and work of others.
- High level of knowledge about community engagement processes and customer service.
- Ability to foster a culture of innovation, teamwork, and continuous improvement in service delivery.
- Ability to effectively partner, influence and collaborate with staff and Elected Members across the organisation.
- Proven ability to research, collate and objectively analyse large quantities of data and information and present outcomes in a simple and clear manner.
- Excellent desktop and web-based computer skills to create, update and maintain information and website content relevant to both community engagement and administrative tasks.

- Demonstrated ability to use corporate technology systems including electronic document management, land and property management, financial reporting, and customer request management.
- Use of corporate technology including systems in electronic document management, land and property management, finance, customer requests, asset management system and intranet.
- Demonstrated understanding and enthusiasm for the direction of the City and the Organisation.
- Demonstrated behaviour consistent with the corporate values

Knowledge

- Comprehensive knowledge of community engagement principles, specifically an understanding of the International Association for Public Participation (IAP2) principles and practice. Working knowledge of community engagement practices within a government context.
- Ability to utilise CRM software, databases and available demographic/economic profiling to understand target audiences and tailor communications appropriately.
- Reasonable knowledge of the structure of, and services provided by Council.
- Understanding and appreciation of the Charles Sturt community and key community issues.
- Sound understanding of the City of Charles Sturt Public Consultation Policy, its application and related administrative process and procedures.
- Knowledge of contemporary approaches to continuous improvement, best practice, customer service standards, complaints resolution, and evaluation and reporting.
- Excellent knowledge of the Microsoft Office suite, in particular Microsoft Excel, and web-based tools to undertake community engagement such as Social Pinpoint (YourSay), Site Podium and others.
- High level of problem-solving skills yet seek advice on more complex and unusual matters.
- Sound knowledge of research and analytical tools used in consultative reviews
- A working knowledge of Council software systems as required.

Experience

- Experience delivering successful community engagement, marketing and/or communications initiatives involving stakeholder management is essential, ideally in a corporate or project delivery setting.
- Practical experience of community engagement within a government context desirable.
- Experience in delivering a high standard of customer service/customer liaison and dealing with matters sensitively and confidentially.
- Experience in managing multiple projects and conflicting priorities with delivery of outcomes within specific timeframes.

- Confidence in facilitating and presenting to diverse audiences.
- Experience in preparing reports used to inform organisational decisions desirable.
- Ability to design and create engaging content, including using tools to gather and receive feedback and information.
- Experience in creating content for written and visual platforms.
- Experience in reviewing and investigating queries and complaints, developing action plans, and monitoring progress and outcomes.
- Demonstrated experience in handling multiple or complex issues while making logical steps to resolve.
- Demonstrated experience with administrative and office management procedures.

Qualifications & Requirements

A tertiary qualification in communications, engagement, community development or related field and/or commensurate demonstrated experience in lieu of formal qualifications.

Essential

Car Licence.

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