

1. JOB IDENTIFICATION:

Title of Position: TEAM LEADER COMMUNICATIONS, MARKETING & ENGAGEMENT

Business Unit: CUSTOMER EXPERIENCE & COMMUNICATIONS

Reports to: MANAGER, CUSTOMER EXPERIENCE & COMMUNICATIONS

Classification: MOA 7 or 8 (depending on applicants' skills and experience)

2. POSITION OBJECTIVES:

As the Team Leader Communications, Marketing & Engagement, you will develop and lead the City's strategic communications, corporate engagement, and marketing initiatives proactively to strengthen trust, enhance reputation, build the profile of the city, and drive community engagement to support the delivery of meaningful community outcomes.

The role is accountable for the City's strategic internal and external corporate communications, with a key focus on stakeholder engagement and providing expert advice on promoting a positive reputation for the City, Council and organisation.

The Team Leader Communications, Marketing and Engagement will:

- Proactively identify and manage risk and opportunities relating to the reputation of the City, Council and organisation, including proactive and reactive media management.
- Provide expert advice to the Chief Executive Officer, Executive Team and Mayor on matters relating to the reputation of the City and the Council.
- Maintain a comprehensive and proactive strategic media and communications plan to raise awareness of Council and its strategic programs and deliver strategic marketing initiatives to effectively reinforce the City's brand.
- Provide specialist technical advice in relation to the most effective communication methodology, messaging and approach to achieve desired outcomes.
- Lead the management and development of Council's corporate, destination, and employer brands to ensure a cohesive visual identity, consistent messaging, and strong recognition across all channels.
- Enhance and lead the City's internal communications and internal stakeholder management.
- Provide strategic oversight, leadership and advice on key communications projects, strategies, and activities; including driving integrated, organisation-wide communication, marketing & engagement strategies.



Better Together



Be Progressive



Strive for Excellence

- Oversee the development and delivery of inclusive, evidence-based engagement plans that encourage community participation, inform decision-making and build civic trust.
- Champion the use of technology and digital platforms and tools to improve efficiencies and user experience, and enhance communications, engagement and accessibility.
- Oversee the development and delivery of City of Unley's website, online platforms and key publications to promote transparency, civic pride and community engagement.
- Provide leadership, support and direction to the Communications, Marketing & Engagement Team, and broader organisation, in accordance with the City of Unley's Values and Leadership Capability Framework.
- Develop and create a high performing and innovative team, who deliver on organisational objectives, and foster and maintain a strong, collaborative and outcome-focused culture within the Team.
- Lead the Communications, Marketing & Engagement team and the development and delivery of their work plan by effectively developing and mentoring team members and creating a supportive, motivating, and safe team culture.
- Monitor and report on team performance, cost efficiency and deliverables against organisational direction, policies and practices.
- Prepare annual budgets and monitor and report on expenditure and variances against budget.
- Develop and implement success measures for the team in line with deliverables, the workplan and Council's Community Plan.
- Develop and maintain networks with State and Local Government agencies, professional bodies and other relevant organisations to ensure knowledge of emerging issues.
- Develop and maintain working relationships with media outlets to generate and support proactive and positive coverage.
- Managing media buying and liaising with external agencies as required.
- Comply with the City of Unley's Records Management Policy, procedures and practices for all records created and received.
- Undertake other duties associated with the position as required.

3. KEY RESPONSIBILITIES:

Leadership and People Development

- Inspire and empower a high-performing team, fostering a culture of accountability, collaboration, creativity, innovation and continuous improvement.
- Lead, develop and manage a team across complex projects and priorities.
- Provide a culture of recognition in and across teams.
- Build team capability through mentoring, performance development and wellbeing support.
- Strong team player, with the ability to demonstrate emotional intelligence and sound judgement whilst collaborating and cooperating on decisions and initiatives.

- Manage conflicting priorities, negotiating, motivating, developing and influencing others towards common organisational outcomes, particularly when faced with resistance.
- A commitment to ongoing professional development and continuous learning.
- Manage the recruitment and performance development for the team.

Strategic Thinking

- Lead and provide advice on the development of communications, marketing and engagement strategies and initiatives.
- Lead the development and delivery of integrated communications and engagement strategies and annual work plans aligned to the Community Plan 2050.
- Lead brand strategy to enhance brand recognition and position the City of Unley as a destination of choice.
- Drive best practice, innovation and continuous improvement through policy, frameworks, evaluation tools and emerging technologies.

Operations Management

- Effective management and monitoring of team budgets, procurement activity and contracts to ensure value for the community.
- Ensure compliance with legislative, policy and risk management requirements.
- Plan and allocate resources for successful delivery of the workplan and provide recommendations to manage operational risk and ensure business continuity.
- Prepare Council Reports, communications, presentations and other proposals/documentation to support-informed decision making on key matters regarding Council and organisational reputation, brand, media, community engagement and emerging trends.

Stakeholder Relations

- Act as Council's principal media liaison, proactively managing and advising on reputational risk and media relations.
- Support key stakeholders and spokespeople with media preparation and messaging.
- Provide advice to and support cross-functional teams to deliver strategic communication and engagement plans for key projects and initiatives informed by data, audience insights and metrics.
- Foster relationships, manage competing priorities and champion the team as a trusted partner across the organisation.
- Understand political context and environment to inform media relations, communications and identify reputational risks and opportunities.

Leaders must comply with WHS and Return to Work SA legislation requirements and relevant WHS policies, procedures and safe work practices implemented by the City of Unley.

Work Health and Safety (WHS) Responsibilities:

Leaders are responsible for ensuring that work is planned, led and performed safely within their teams.

Key responsibilities include:

- Lead a safe and healthy work environment by setting clear expectations and modelling safe behaviours.
- Identify, assess and manage risks within their area of responsibility, including physical and psychosocial hazards.
- Implement and maintain appropriate controls, ensuring risks are reduced so far as is reasonably practicable.
- Ensure team members understand and follow relevant procedures, guidelines and safe systems of work.
- Monitor workload, work design and team conditions to ensure demands remain sustainable and do not create undue risk.
- Facilitate consultation with workers on WHS matters, including hazard identification and review of controls.
- Ensure hazards, incidents and near misses are reported, investigated and actions are completed in a timely manner.
- Support early intervention and recovery at work, including participation in return to work processes.
- Escalate risks, competing priorities or resource constraints that cannot be resolved at team level.

SAFE ENVIRONMENT:

- Comply with the City of Unley Safe Environment policy and all relevant policies and procedures.
- Notify the Department of Human Services if, on reasonable grounds, you suspect that a child has been or is being abused or neglected if the suspicion is formed in the course of your work while carrying out official duties.
- Notify the Department of Human Services if, on reasonable grounds, you suspect that an aged and/or vulnerable person has been or is being abused or neglected if the suspicion is formed in the course of your work while carrying out official duties.
- Seek advice and support from your Team Leader, Manager or the People & Culture team if a notification is required.
- Advise your Team Leader, Manager or the People & Culture team if there is a change in your criminal history status and undertake a Department of Human Services Screening every three or five years (time frame is related to specific clearance type), unless more regular screening is required for legislative purposes.

EQUAL OPPORTUNITY EMPLOYMENT

Contribute to the promotion and adherence of the employee conduct standards and in particular Equal Opportunity by adhering to the provisions of relevant legislative requirements.

Actively support and contribute to the City of Unley's organisational values.

OUR VALUES



Better Together

Looks like ...

- Everyone matters
- Embrace diversity and difference
- Work as a team
- Collaborate with others
- Show care and support
- Share information and share the load
- Celebrate the wins, and the effort to get there



Be Progressive

Looks like ...

- Adapt, experiment and try new ways
- Be agile, open and take the right risks
- Seek new information & perspectives
- Learn and grow
- Embrace challenge and take action
- Shape the future



Strive for Excellence

Looks like ...

- Deliver our best work
- Set the benchmark high
- Be the best at getting better
- Reflect, evaluate and measure
- Achieve outstanding results
- Have pride in working for local government

4. PERFORMANCE AND SKILL REQUIREMENTS:

a) Qualifications/Experience

Essential

- Relevant qualifications and/or extensive experience relevant to the position.
- Developing and implementing strategies and action plans in the areas of strategic internal and external corporate communications strategies.
- Interpreting and providing advice on legislation, corporate objectives, policies and functions relating to communications and engagement.
- Leadership experience within a multi-functional team.

NOTE: Copies of the above listed qualifications/licences/certificates are required as evidence on appointment.

Desirable

- Leadership and/or communications experience in a local government setting.

b) Knowledge

Essential

- Well-developed understanding of contemporary communication, marketing and engagement practices, including digital media, communication engagement frameworks and media management.
- Previous experience in leading the implementation of strategic communications outcomes in a small to medium-sized organisation.
- Knowledge of the key issues affecting local government and wider public sector service delivery.
- Knowledge of relevant legislative and regulatory frameworks, including community consultation, accessibility and public sector standards.
- Awareness of the emerging role and ethical considerations of AI in content creation, engagement, Search Engine Optimisation (SEO) and User Experience (UX).
- Evidence of delivering high quality, customer focused services.

c) Skills

Essential

- Ability to work autonomously and to quickly determine best approaches to mitigate potential reputational risk.
- Demonstrated ability to analyse and conceptualise problems, formulate and execute appropriate solutions and negotiate successful outcomes in an innovative and resourceful manner.
- Ability and willingness to constructively challenge decisions that are not in the best interest of the organisation.
- High-level written, verbal and interpersonal communication skills, with the ability to influence negotiate and build trusted relationships.
- Experience in media relations and reputation management.
- Well-developed skills in campaign planning, brand management and marketing across digital and traditional platforms.
- Experience in engaging stakeholders using digital and communication platforms.
- Developed lateral thinking skills and the ability to take the initiative, drive changes and implement innovations.

- Developed customer centric mindset and communication (interpersonal, verbal and written) skills to explain complex information clearly to and negotiate with stakeholders.
- Interpersonal, negotiation and persuasion skills with the ability to use direction and judgment in relations to engagement, communications and marketing.
- Strong conflict management, analytical and problem-solving skills.
- Sound organisational skills, including time management, project management and the management of competing priorities to achieve reporting deadlines.
- Ability to collect, organise, and analyse data accurately and to provide information for corporate decision making.
- Ability to appropriately decipher and manage information which may be sensitive or confidential in nature.
- Ability to quickly build relationships with key stakeholders.
- Ability to work well independently and in a team environment.
- Networking skills to achieve effective relationships/and partnerships with internal and external stakeholders.
- Preparation of business commentary report writing.

Desirable

- Proficiency in the use of project management software and Tech-1 Concierge platform.
- Experience applying UX and SEO principles.
- Experience using OpenCities content management platform.

d) Personal Attributes

Essential

- Collaborative and inclusive leadership style.
- Demonstrated integrity and political acumen in high-pressure environments.
- Friendly, cooperative and relaxed person with a high emphasis on people and interpersonal relationships.
- Achievement and solutions-focused person who plans well and sets goals to achieve high quality results whilst being enthusiastic, creative and innovative particularly with complex tasks or problems.
- Commitment to fostering community connection, participation and delivering meaningful outcomes.

By signing this position description, the employee and the employee's manager agrees that it is an accurate reflection of the responsibilities and requirements of the position:

Incumbent:

Date:

Manager:

Date: