

POSITION DESCRIPTION

TITLE:	STRATEGIC COMMUNICATIONS ADVISOR
CLASSIFICATION:	BAND 6
STATUS:	FULL TIME MAXIMUM TERM
BUSINESS UNIT:	COMMUNICATIONS AND ENGAGEMENT
DATE:	JUNE 2022

ORGANISATIONAL CONTEXT

Our vision is that the Cardinia Shire will be developed in a planned manner to enable present and future generations to live healthy and productive lives and to enjoy the richness of the diverse and distinctive characteristics of the shire.

To undertake this vision successfully we are developing a skilled and professional workforce that embraces our organisational culture, values and demonstrates key leadership capabilities. We define our culture as working together, working differently and working for the future. The values of teamwork, respect, accountability, communication and customer focus underpin our work and our behaviours to ensure we deliver on the Council's vision while maintaining a healthy, engaging and inclusive workplace. The Leadership Capability Framework describes what we do as leaders and the Values form the basis of how we behave in the workplace and conduct the business of planning.

Council plays an important role in contributing to life in your community by providing many of the services and facilities that residents of all ages access every day. Council provides traditional local government services like local roads, waste management, and planning, building and animal control. But beyond this we provide much more. We work with residents from newborn babies, to young people, families and our senior citizens.

Cardinia Shire Council values Inclusion and Gender Equality and does not condone negative behaviours as outlined in our Workplace Behaviours policy. This includes, and is not limited to, discrimination, bullying, family violence, victimisation and breaches of our other workplace policy.

ORGANISATIONAL RELATIONSHIP

Reports to:	Team Leader Strategic Communications
Supervises/Direct Reports:	N/A
Internal Liaisons:	All staff, Managers, Senior Leadership and Councillors
External Liaisons:	Media, members of the public, community groups

POSITION OBJECTIVES

KEY RESPONSIBILITIES AND DUTIES

Key responsibilities include, but are not limited to:

- Develop, implement and evaluate a broad range of communication/information/public relations strategies, programs and activities to ensure effective internal and external communications that promote a positive image of Cardinia Shire Council
- Develop highly engaging and unique content for various platforms that effectively communicates information about Council, the services we offer and the value we bring to residents, visitors and businesses
- Provide high level media and communications advice and assistance to the Mayor, Councillors, Chief Executive Officer, Senior Leadership Team, management and staff of Cardinia Shire Council.
- Assist and support activities of the Communications and Engagement team and Council in general to build and enhance relationships within the organisation, with external stakeholders and the community

POLICY AND PROCEDURE COMPLIANCE

- Adhere to (and promote) HR, IT, OH&S/Risk Management policies, procedures and practices.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Deliver a wide range of communication information and support to the municipality within corporate guidelines, agreed timeframes and set service standards,
- Provide support to the Coordinator Communications and Engagement and other members of the communications and engagement team where required.
- Provide specialist advice to staff in respect to stakeholder communications and communications best practice, and the development of strategic campaigns.
- Decisions and activities undertaken by this position may have a significant effect on communications programs and projects being managed, as well as image, reputation and community perceptions,
- Formal input into policy/guideline development options and relative strategic plans,
- Ability to liaise effectively with both internal and external stakeholders to achieve departmental goals and set objectives of the position.
- A sound understanding of the long-term goals of the wider organisation and of its values and aspirations, as well as of the legal, and political context in which Council operates, is required to manage the demands of internal and external stakeholders to achieve the key objectives and goals of the position.

JUDGMENT AND DECISION MAKING

- The incumbent will have the ability to make decisions based on specialised knowledge and the key responsibilities of the position,
- The authority to act is governed by policies, objectives and budgets
- Exercise judgement and discretion when communicating information and will seek the advice/support of the Team Leader Strategic Communications when needed before acting,
- The position operates in a specialised area that requires considerable knowledge, experience and understanding of corporate communications, strategies and activities in the local government environment. The person needs the skills to identify initiatives aimed at enhancing the image of Council and must be able to work in a dynamic environment where decisions are often made at short notice and deadlines are paramount
- Guidance is not always available within the organisation.
- Information developed may impact the community and organisation and will need to determine appropriateness of information and images across a range of communications activities and implement changes as required. Approval of communications materials will often require multiple stakeholders. Complex problem solving will require well-developed judgement and analytical skills,

whilst being accountable for the accuracy and timeliness of information provided.

SPECIALIST KNOWLEDGE AND SKILLS

- Proficiency in the application of Communications and Public Relations disciplines, including the underlying principles as distinct from the practices
- Media relations and issues management
- Skills in researching to enhance information and service delivery, particularly in a social and political context
- Traditional and digital communications skills. Working knowledge of social media and online communications tools.
- Skilled in drafting content for traditional, digital and social channels.
- Skilled in delivering strategic communications campaigns within a complex environment

INTERPERSONAL SKILLS

- Excellent customer service skills,
- Ability to relate to and establish sound working relationships with all levels of staff,
- Ability to liaise with their counterparts in other organisations to discuss and resolve specialist problems and with other employees within their own organisation to resolve intra-organisational problems,
- Ability to maintain confidential and privileged information.

MANAGEMENT SKILLS

- Ability to plan, prioritise and organise work within set timelines and in an environment of conflicting demands
- Ability to research and analyse a broad range of issues and solve problems through discussion and teamwork
- Self-motivated to work with minimal supervision

QUALIFICATIONS AND LICENCES

- Tertiary qualifications in communications (or related field and relevant experience.
- Several years of relevant previous experience in a local government environment is preferred as is experience in similar communications role

KEY SELECTION CRITERIA

- Qualifications and experience in the relevant field,
- Excellent interpersonal and communication skills (written and verbal),
- Ability to provide specialist communications advice to the Mayor, senior management and other staff,
- Ability to deal effectively and diplomatically with all internal and external clients/customers,
- Initiative, a 'can do' approach to producing outcomes and the ability to manage competing work priorities and projects within strict timeframes,
- Demonstrated experience delivering strategic communications campaigns and media relations.
- Demonstrated understanding of traditional and digital media, as well as written and brand styles.
- Experienced in achieving great outcomes in a fast paced and complex environment

CONDITIONS OF EMPLOYMENT

Terms and conditions of employment are in accordance with the Cardinia Shire Council Enterprise Agreement 2021 and Cardinia's policies and procedures.

Tenure

This is a full time maximum term position

Pre-employment checks

All appointments are subject to a National Police Record Check, Working With Children Check, pre-employment medical check, and a six-month probationary period (new employees only). In line with recent Victorian Government announcements, this role requires the incumbent to have and maintain the necessary mandatory COVID-19 vaccinations.