

## POSITION DESCRIPTION

<b>Position Title:</b>	Manager Communications and Engagement	<b>Classification:</b>	Senior Officer
<b>Group:</b>	Customer, People and Performance	<b>Business Unit:</b>	Communications and Engagement
<b>Reports to:</b>	General Manager Customer, People and Performance		
<b>Direct Reports:</b>	One (1)	<b>Date:</b>	October 2024

## ORGANISATIONAL CONTEXT

Cardinia Shire Council is committed to building a sustainable shire for present and future generations to enjoy. Council plays an important role in contributing to life in our community. We provide services which supports the wellbeing of our residents now and into the future.

To deliver on our commitment, we are developing a skilled and professional workforce that embraces our organisational culture, values, and demonstrates key leadership capabilities. Our culture is defined by working together, working differently, and working for the future. We value teamwork, respect, accountability, communication, and customer focus. These values underpin our work and our behaviours ensuring we deliver on the Council’s vision while maintaining a healthy, engaging, and inclusive workplace.

## POSITION OBJECTIVES

The Manager Communications and Engagement is responsible for leading and developing a Business Unit that provides strategic advice and operational excellence in communications and engagement services that contribute to outstanding outcomes, sound decisions and great places for residents to live, work and play. Areas of responsibility include:

- Communications
- Community Engagement

In addition to the day-to-day delivery, management and performance of the Communications and Engagement Business Unit, this role is responsible for safety, overall budget and cost centre performance, contributing to the achievement of the organisational strategic imperatives and objectives and effective and impactful communication to a broad range of stakeholders in a growth area municipality.

This position applies a strong degree of business and operational focus and will partner with identified stakeholder groups to proactively effect cultural change in identifying and implementing improvement opportunities, optimising existing processes and practices and to collaboratively develop solutions appropriate to business needs.

The Manager Communications and Engagement must be able to demonstrate exceptional people leadership to empower the Communications and Engagement business unit to build customer focussed relationships and become trusted advisors to elected representatives, senior leadership and the broader organisation.

## **KEY RESPONSIBILITIES**

Key responsibilities include but not limited to:

- Provide effective leadership, direction and development opportunities to employees working in the business unit.
- Develop performance indicators for the unit's programs, ensuring linkages to the Council and business plans.
- Develop and continually enhance working relationships with Council's business units to ensure a collaborative approach to the development and implementation of policies, strategies and programs.
- Provide strategic leadership in the provision of quality and compliant communications and engagement services and provisions.
- Develop and lead the implementation of the communications and engagement strategic and operational goals and initiatives.
- Work with a multi-disciplinary team of leaders and employees, internal and external stakeholders to strengthen communications and engagement channels and information flow across the organisation.
- Lead and oversee communications and engagement data and analytics and provide periodic reporting to the Executive Leadership Team as required.
- Contribute and collaborate to organisational reporting data and develop reports providing analysis, insights and trends to identify new opportunities or strategies to engage target audiences.
- Provide high level advice, guidance and best practice information to the Executive Leadership Team, Leaders/Supervisors to build high performing and engaging communications and engagement campaigns.
- Plan, direct and continuously improve the efficiency and effectiveness of communications and engagement.
- Strategically guide and support the business unit lead program strategy and deliver business outcomes in line with strategic and operational goals.
- Lead the management and governance of the department's internet, intranet and social media sites, ensuring they are customer-centric and are positioned as key communication platforms for stakeholders and staff.
- Oversee the development and implementation of departmental policies and procedures related to communication, online delivery and design (in keeping with whole-of-government standards and requirements).
- Represent Council at appropriate forums and attend Council meetings and make presentations to Council as required.
- Manage the development and implementation of policies, strategies and programs and provide recommendations to the General Manager and Executive Leadership Team.
- Represent Council at Public Meetings where appropriate and present written submissions on behalf of Council where required.

- Develop and implement goals/outcomes based on the Council Plan and Business Plan including continuous improvement within the team
- Develop and report on the annual departmental action plans and goals to support the Cardinia Vision, the Council Plan, and Unit Business Plan.
- Management and delivery of projects, ensuring they are delivered to a high quality on time and within budget

### **POLICY AND PROCEDURE COMPLIANCE**

- Adhere to (and promote) HR, IT, OH&S/Risk Management policies, procedures and practices.
- Demonstrate understanding and accountability for record keeping policy including the accuracy and capture of data, the sensitivities involved and the release and destruction of documents.
- Ensure compliance with Council financial and procurement policies and procedures in ensuring an adequate standard of internal control over finances is maintained.
- In accordance with Council's Fraud Control Policy and Fraud Control Plan, identify risks and establish controls and procedures in the identification and prevention of fraudulent activities within the business unit. Provide guidance to staff in relation to reporting requirements, annually review risk controls and implement action plans to reduce or eliminate the risk of fraudulent activity.

### **ACCOUNTABILITY AND EXTENT OF AUTHORITY**

- Deliver a positive internal and external customer experience based on requirement and area of expertise.
- Ensure all activities are undertaken in accordance with legislative requirements and organisational policies and processes.
- Connect with, and leverage the communities served, to share in the design experiences to drive value and outcomes.
- Provide leadership, authority, direction and expertise on policy, strategy, goals and projects within area of responsibility to achieve Council Plan and organisational strategy and goals.
- Manage employee resources in accordance with the strategic workforce plan requirements.
- Manage business unit operational budget within set parameters and delegation of authority.
- In conjunction with key stakeholders, develop strategies to improve engagement, and culture, including but not limited to, recruitment, onboarding, retention, recognition, learning and development, diversity, wellness, and other activities aimed at creating a positive workplace environment.

### **JUDGMENT AND DECISION MAKING**

- Position operates in a specialised environment with limited day-to-day management.
- Knowledge and understanding of strategic communications and engagement issues and emerging trends and how these should be effectively addressed.
- Position is required to analyse Council policies and business directions and exercise independent judgement, taking account of community needs, political implications and the need to remain independent and provide professionally objective advice.

### **SPECIALIST KNOWLEDGE AND SKILLS**

- Consider broader context and strategy outside of their area of responsibility and expertise and contributes to organisational purpose and direction.
- Demonstrate initiative in managing work outcomes, opportunities, and challenges.



- Demonstrate financial acumen and the ability to manage organisational and business unit budgets effectively. This may include external funding and grants management.
- Demonstrate specialised analytical and problem-solving skills.
- Proven ability to plan and implement workplace change to deliver outcomes for the community and organisation now and into the future.
- Possess comprehensive working knowledge of systems and protective factors around keeping children and young people safe including child first and child protection reporting/services including Child Safe Standards.
- Demonstrate understanding of the economic, political, and social issues of the local government environment and the influence of national and state political landscape.

### **INTERPERSONAL SKILLS**

- Demonstrate self-awareness and a commitment to personal growth.
- Display resilience and agility in a changing work environment.
- Possess exceptional communication, negotiation, and interpersonal skills with the ability to clearly articulate and present information to Councillors, community, key stakeholders, and employees.
- Ability to manage a variety of complex tasks and issues concurrently.
- Proven ability to build and maintain productive and respectful relationships and partnerships.
- Ability to work effectively as part of cross functional team.

### **MANAGEMENT SKILLS**

- Lead strategic planning and business planning process within area of responsibility.
- Provide leadership by clearly communicating and executing Council Plan and organisational strategy and goals.
- Promote a culture of learning by proactively seeking opportunities to challenge and develop team members and provides practical feedback to maximise performance.
- Support high performance through regular coaching with direct reports, and role modelling shared leadership.
- Ability to manage own time, set priorities and achieve targets within allocated budgets and resourcing despite conflicting priorities.
- Lead and influence a collaborative and innovative values-based culture.
- Adopt a commercial and entrepreneurial approach to the design and implementation of programs.
- Foster innovation and improves work practises and processes.

### **QUALIFICATIONS AND EXPERIENCE**

- An appropriate tertiary qualification, such as Communications / Public Relations / Media / Journalism or sufficient experience working in a communications or public relations role.
- Experience in leading, mentoring and developing a team of diverse professionals / portfolios in a government context.
- Experience in strategy development and evaluation and alignment to Council Plan, organisational strategy and goals.
- Experience in proactively promoting and improving an organisation's public image and enhance community understanding of an organisation's role, service and achievement.

## KEY SELECTION CRITERIA

- Tertiary qualifications in communications, public relations, media, journalism or sufficient experience working in a communications or public relations role.
- Exceptional leadership skills and the ability to lead and manage a team of specialist employees in the achievement of targets and delivery of projects.
- Communication, negotiation and interpersonal skills with the ability to clearly articulate and present information to Councillors, community, key stakeholders and employees.
- Understanding of the economic, political and social issues of the local government environment and the influence of national and state political landscape.
- Understanding of emerging trends to ensure the decisions made by this position influence the outcomes for our community and organisation now and into the future.
- Leadership, authority, direction and expertise on policy, strategy, goals and projects within area of responsibility.

## 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 Full time ongoing

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). Certain positions may also require a Working with Children Check.

