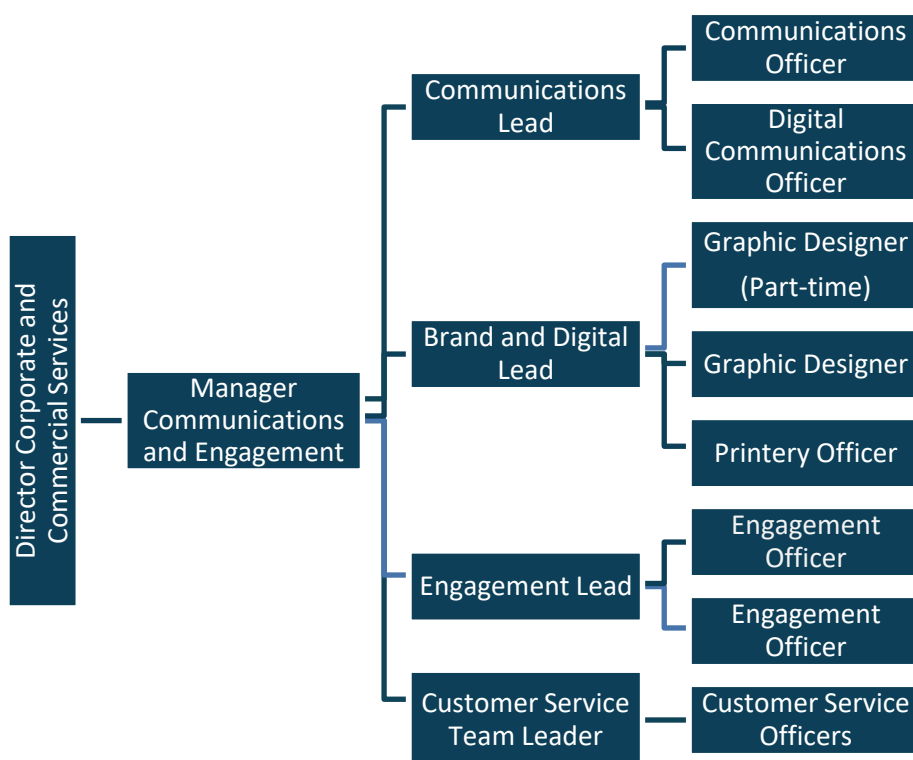


<b>Position Title:</b>	Communications Lead
<b>Position Number:</b>	6150
<b>Division:</b>	Corporate and Commercial Services
<b>Section:</b>	Communications and Engagement
<b>Grade:</b>	12
<b>Delegations:</b>	As allocated in the Delegations Register
<b>Position FTE Hours:</b>	35

### Primary Purpose

To lead external communications and marketing, provide strategic communications advice including issues and crisis management and maintain a communication's framework that enhances all communications to positively position Council with the community.

### Sectional Structure



## Selection Criteria

### Qualifications/Licences

- Relevant tertiary qualification and or significant experience in a similar role
- Current Class C Drivers Licence
- Satisfactory Criminal Record Check

### Skills and Experience

- Extensive experience in a similar role with specialist knowledge in corporate communications and marketing, working across all channels to proactively position an organisation and enhance its reputation.
- Strategic leadership skills and proven experience managing multidisciplinary communication teams that deliver high-performance, and demonstrated ability to coach, mentor and develop staff.
- Proven ability to work across all levels of an organisation, and with a diverse range of stakeholders including, media, community organisations, local business, government departments and the community.
- Excellent communication skills both verbal and written with the ability to manage difficult and contentious issues whilst maintaining a high-level of customer service and positive relationships with stakeholders.
- Proven and effective interpersonal, influencing, negotiation, conflict resolution and problem-solving skills.
- Significant experience managing the media cycle, influencing messaging and meeting deadlines.
- Proven ability to produce rich content, manage social media audiences and deliver marketing campaigns.
- Demonstrated ability to model Council's key values and desired behaviours

## Key Accountabilities/Duties

### Strategy

- Provide strategic communication, marketing and media advice to the Manager Corporate Communications and Engagement to proactively manage Council's external communications and marketing, including issues and crisis management.
- Lead the development of Council's Communications Strategy with the Manager Corporate Communications and Engagement and manage the development and implementation of Council's Communication framework, programs and plans.
- Keep abreast of innovation and changes across social, digital and traditional media and the changing communication environment.

### Leadership

- Lead the delivery of communication and marketing services including all media and community communications in line with the approved Delivery/Operational Plan and Community Strategic Plan.
- Manage the delivery of communications and marketing activity through the Communications Team to a high-standard and proactively manage the communication agenda.
- Provide advice, support and guidance to build communication capability across Council.

- Provide strategic communication advice, liaise with and support the Chief Executive Officer, Directors, Mayor and Councillors in relation to the media and emerging issues.

### Communications

- Create content for use across Council's communication channels
- Act as media contact and liaison for Council
- Develop communication and marketing content calendars, policies and other tools to proactively manage Council's communication and marketing across all channels to positively position and protect Council's reputation.

### General

- Manage Council's media policies and provide support, guidance and training to Council staff.
- Model communication best practice in the delivery of a range of material including preparing and writing content across traditional, social and digital media, and customer and stakeholder communications.
- Attend various stakeholder meetings, council meetings and gatherings with the General Manager, Mayor, Councillors, Directors and staff, where required
- Comply with Council's Code of Conduct, relevant policies and procedures, values and behaviours, and work health and safety responsibilities, as amended from time to time

## Position Capabilities

The Orange City Council Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in our council. The full information regarding these Capabilities is available [here](#). The focus capabilities for this position are:

Group	Capability
Personal Attributes	<b>Integrity - Leads "Masters it"</b> <i>Be honest, ethical and professional, and prepared to speak up for what is right.</i> <ul style="list-style-type: none"> <li>• Models ethical behaviour and reinforces it in others</li> <li>• Represents the organisation in an honest, ethical and professional way and sets an example for others to follow</li> <li>• Promotes integrity, courage and professionalism inside and outside the organisation</li> <li>• Monitors ethical practices, standards and systems and reinforces their use</li> <li>• Proactively addresses ethical and people issues before they magnify</li> </ul>
	<b>Communicate and Engage - Expert "Innovates it"</b> <i>Communicate clearly and respectfully, listen, and encourage input from others.</i> <ul style="list-style-type: none"> <li>• Puts forward compelling arguments</li> <li>• Explains complex concepts appropriately for diverse audiences</li> <li>• Anticipates and addresses key areas of interest for diverse audiences and adapts style under pressure</li> <li>• Invites, actively listens and responds respectfully to questions, comments and suggestions</li> </ul>
Relationships	<b>Influence and Negotiate - Coaches "Shares it"</b> <i>Persuade and gain commitment from others, and resolve issues and conflicts.</i> <ul style="list-style-type: none"> <li>• Builds a network of work contacts/relationships inside and outside the organisation</li> <li>• Approaches negotiations in the spirit of maintaining and strengthening relationships</li> <li>• Negotiates from an informed and credible position</li> <li>• Influences others with a fair and considered approach and sound arguments</li> <li>• Encourages others to share and debate ideas</li> </ul>

## Position Capabilities

The Orange City Council Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in our council. The full information regarding these Capabilities is available [here](#). The focus capabilities for this position are:

Group	Capability
<b>Results</b>	<p><b>Deliver Results - Coaches "Shares it"</b>  <i>Achieve results through efficient use of resources and a commitment to quality outcomes.</i></p> <ul style="list-style-type: none"> <li>• Takes responsibility for the quality and timeliness of the team's work products</li> <li>• Ensures team understands goals and expectations</li> <li>• Shares the broader context for projects and tasks with the team</li> <li>• Identifies resource needs, including team, budget, information and tools</li> <li>• Allocates responsibilities and resources appropriately</li> <li>• Gives team members appropriate flexibility to decide how to get the job done</li> </ul>
<b>Technical</b>	<p><b>Information and Technology - Leads "Masters it"</b>  <i>Use technology and information to maximise efficiency and effectiveness.</i></p> <ul style="list-style-type: none"> <li>• Implements appropriate controls to ensure compliance with information and communications security and use policies</li> <li>• Implements and monitors appropriate records, information and knowledge management systems</li> <li>• Seeks advice from technical experts on leveraging technology to achieve organisational outcomes</li> <li>• Stays up to date with emerging technologies and considers how they might be applied in the organisation</li> </ul>
<b>Workforce Leadership</b>	<p><b>Manage and Develop People - Coaches "Shares it"</b>  <i>Engage and motivate staff, develop capability and potential in others.</i></p> <ul style="list-style-type: none"> <li>• Seeks to understand the individual strengths, weaknesses, goals and concerns of team members</li> <li>• Defines and communicates roles and responsibilities and sets clear performance standards and goals</li> <li>• Coaches team members to help improve performance and development</li> <li>• Regularly discusses performance with team members and provides accurate, constructive reviews</li> <li>• Identifies suitable learning opportunities, including stretch assignments, based on individual needs, interests and goals</li> <li>• Addresses team and individual performance issues, including unsatisfactory performance, in a timely and effective way</li> </ul>

## Corporate Values

As a values-based organisation, Council demonstrates its values through workplace behaviours. These behaviours provide a framework for staff to model behaviour across the organisation. Underpinning the behaviours is the Orange City Council Code of Conduct. Council's corporate values are listed below:

- **Respect** – is honest and respectful towards others and works as part of a team
- **Ownership** - takes responsibility for actions
- **High Performance** - pursues performance excellence and continually looks for improvement
- **Customer Focus** - demonstrates a customer focused approach towards internal and external customers
- **Safety** - works safely, in accordance with Council's Work Health and Safety policy and procedures
- **Diversity** – Champion a diverse and inclusive workplace

- **Leadership** – Council encourages all its employees to lead by example and role model our values. Leaders also need to ensure they provide constructive feedback and encourage high performance by coaching, developing, recognising and managing people effectively

### Work Health and Safety Responsibilities

All employees are responsible for Work Health and Safety (WHS) for Orange City Council and their duties include:

- Complying with Council's WHS policies and procedures
- Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others
- Reporting any potential hazards, incidents or injuries to their Supervisor and Human Resources within 48 hours
- Participating in any applicable WHS consultation arrangements
- Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace
- Correctly using all personal protective equipment
- Complying with emergency and evacuation procedures and site rules if applicable
- For Managers, Supervisors, Team Leaders or Gangers, you have additional WHS responsibilities as defined in the Orange City Council Work Health and Safety Management Policy (OP 84)

### General

- The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required.
- Local Government (State) Award conditions apply to all entitlements.
- The Position Description links to the overall organisational Delivery/Operational Plan which ties into an employees' key performance indicators (KPIs) as part of their annual performance review.
- Position descriptions may be amended from time to time in accordance with business needs and in consultation with the incumbent of the position.

*I acknowledge that I have read and understood the duties, responsibilities and delegations of the position as outlined in the above Position Description*

<b>Name of Employee:</b>	
<b>Signed by Employee:</b>	
<b>Date Signed:</b>	