

POSITION DESCRIPTION

TITLE:	Team Leader - Communications
CLASSIFICATION:	Band 8
STATUS:	Full Time
BUSINESS UNIT:	Communications
DATE:	2018

ORGANISATIONAL CONTEXT

Our vision is that the Cardinia Shire will be developed in a planned manner to enable future generations to enjoy and experience the diverse and distinctive characteristics of our Shire

To undertake this vision successfully we are developing a skilled and professional workforce that embraces our corporate values. The Values help guide us to continue to be a customer-focused organisation that strives to achieve excellence in everything that we do. The Values form the basis of how we behave in the workplace and conduct the business of planning. Our corporate values are:

Teamwork:	We work collaboratively to achieve shared goals
Respect:	We value diversity and appreciate others
Accountability:	We are responsible for our actions and behaviours
Communication:	We communicate openly and share knowledge with others
Customer focus:	We consider the needs of others and make a difference for our community

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 new born babies, to young people, families and our senior citizens.

Cardinia Shire Council values Gender Equality and does not condone any behaviour outlined in our Workplace Behaviors policy. This includes, and is not limited to, discrimination, bullying, family violence, victimisation and breaches of our other workplace policy.

ORGANISATIONAL RELATIONSHIP

Reports to:	Manager Customer Communications
Supervises:	Media and Branding Officer, Digital Officer, Online Communications Officer, Publications Officer
Internal Liaison:	Mayor, Councillors, management and staff from across the organisation.
External Liaison:	Community representatives, media organisations, industry representatives, contractors, other councils and government agencies.

POSITION OBJECTIVES

This senior communications position is responsible for providing strategic communications advice and support to the CEO, Senior Management Team, managers and staff. Key focus areas include leading the development and implementation of strategic communications plans for major Council initiatives, consultation and engagement activities, areas of emphasis such as Council budget and capital works projects, advocacy and issues management.

KEY RESPONSIBILITIES

- Develop, implement and evaluate integrated, strategic communications plans that effectively support Council's corporate priorities, campaigns and initiatives.
- Act as consultant and facilitator to staff in the development of communications plans to increase the effectiveness and reach of communication activities in relation to Council programs and services
- Understand and anticipate issues and opportunities relative to Cardinia, assess appropriate communication needs and recommend a variety of alternative approaches
- Provide expertise and leadership to staff on public consultation, engagement and communications methodology
- Coordinate the implementation of Council's communication and consultation framework and contribute to the work of increasing and improving community engagement with our community
- Assist SMT, Council business units, staff and the organisation as a whole in identifying communications issues, and lead them in simplifying messages that meet target audience needs.
- Coordinate events, corporate initiatives or communications plans/projects that require participation from multiple Communications staff
- Provide expertise and leadership to other positions within the Communications Unit and support the Manager Customer Communications in the day-to-day operations of the Unit
- Write clear, engaging communications material including briefing notes for Council and SMT, news releases, Q&A backgrounders, speeches, newsletter articles that support Council's goals and objectives
- Produce/develop/coordinate publications, web and online content, advertising, video, displays and other communication tactics to effectively execute communications plans
- Carry out specific communication tasks and functions to support the ongoing operations of the Communications Unit.

POLICY AND PROCEDURE COMPLIANCE

- Adhere to 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.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- The employee gives support to the Manager Customer Communications and is accountable for providing specialist advice and actions in the area of expertise.
- Contribute ideas and give input to the functions of, and policies and strategies managed by the Communications Unit.
- Demonstrate personal and professional integrity at all times consistent with the Cardinia Shire Council values
- Provide advice and represent the organisation by making decisions and giving advice to managers and employees on communications matters
- Effect of decisions and actions taken may be significant but could be subject to professional and regulatory review.
- Other Duties as required.

JUDGMENT AND DECISION MAKING

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.

On occasion, the person needs to exercise judgement and discretion when communicating information and will seek the advice/support of the Manager Customer Communications when needed before acting.

SPECIALIST KNOWLEDGE AND SKILLS

- Ability to assess communications issues/requirements and provide recommendations for resolution.
- Ability to organise, clarify and communicate complex or ambiguous ideas effectively through engaging, easy-to-understand messages.
- Creativity and strong writing and editing ability for all media
- Ability to effectively facilitate groups to create understanding and solicit ideas and feedback.
- Strong interpersonal skills, including the ability to communicate with honesty, sensitivity and diplomacy, maintain confidentiality and deal tactically in an open and political environment.
- Ability to foster and maintain effective working relationships with diverse stakeholders both within the organisation and external to it. Demonstrates appropriate confidence to earn credibility with SMT and Council, while also earning the trust and confidence of associates at all levels of the organisation.
- Ability to independently prioritise and manage several competing, complex, evolving projects.
- Experience coordinating and writing communications strategies and plans
- Knowledge and understanding of IAP2 engagement principles would be an asset

MANAGEMENT SKILLS

The position requires excellent skills in managing time, setting priorities and planning and organising work tasks in order to achieve set objectives in the most efficient and effective way possible within the resources available and within set timeframes.

The employee will provide ongoing supervision, guidance and support to the Communications staff in relation to their workplans and personal and professional development.

INTERPERSONAL SKILLS

- The employee requires outstanding interpersonal skills to work productively as part of a team with both internal and external groups.
- High level communication skills with the ability to gain the trust and confidence of senior management and staff.
- Demonstrated commitment to professionalism, supportive behaviours, customer service, community relations and continuous improvement.

QUALIFICATIONS

- Tertiary qualifications in an appropriate field such as communications, journalism or public relations.
- Post graduate work experience in a public relations/corporate communications or journalism role.
- Relevant previous experience in a local government environment is preferred.

KEY SELECTION CRITERIA

- Tertiary qualifications in an appropriate field such as communications, journalism or public relations
- Excellent interpersonal and communication skills (written and verbal).
- Ability to provide specialist media and 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.
- Ability to create strong communication links amongst staff and external contacts including the media, designers, printers and other relevant stakeholders and suppliers.
- Ability to work in and contribute to a positive small team environment.
- Ability to embrace the Cardinia values framework.

CONDITIONS OF EMPLOYMENT

Terms and conditions of employment are in accordance with the Cardinia Enterprise Agreement 2017 and Cardinia's policies and procedures.

Tenure:	This is a permanent and ongoing position
Probation period	All external appointments are subject to a six month probation period.
Medical examination	All appointments are required to undertake a satisfactory pre-employment medical examination at Station Street Clinic, Pakenham (at Council's expense).
Working with Children Check	Depending on the nature of the work you are employed for, you may be required to fulfil a Working with Children Check prior to commencement.
Police Record check	Appointments are subject to a satisfactory National Police Record Check.