

<b>Job title:</b> Community Engagement Advisor	
<b>Classification:</b> Band 7	<b>Effective Date:</b> April 2024
<b>Reports to:</b> Coordinator Community Strengthening & Engagement	<b>Tenure:</b> Permanent

## About Us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and provide an excellent customer experience. We are a resilient organisation where everyone belongs.



## CREATe - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

### Collaboration

We work flexibly together to achieve outcomes and solve problems.

### Respect

We actively listen, value diversity and care.

### Excellence

We adapt, respond, learn and grow.

### Accountability

We take responsibility and follow through on our promises.

### Trust

We act with integrity and are empowered to make decisions.

City of Whitehorse is a culturally and linguistically diverse community. We are proud of the diversity of our workforce and recognise the strength this provides in meeting the needs of our community. We are committed to upholding a safe, inclusive and respectful workplace that values the contribution of all.

Whitehorse City Council is committed to being a child safe organisation. We recognise our responsibilities to keep children and young people safe from harm and have established policies, procedures and training to achieve these commitments.

## Goal Statement

Whitehorse City Council is responsible for conducting community engagement and consultations in line with the Local Government Act 2020, Council's Community Engagement Policy, and community expectations. This role provides specialist advisory services across the whole organisation and assists project leads to develop and execute their consultation and engagement objectives and strategies.

Depending on the complexity, scale and impact of projects, the support to departments may be:

- advice only
- direct leadership in developing an Engagement and Communications strategy and plan or
- co-leading procurement and contract management of external engagement services.

This position encompasses both engagement and communications expertise, acknowledging the pivotal role communication plays in facilitating effective engagement. It emphasises the necessity of seamlessly integrating engagement and communications strategies. A primary responsibility is to serve as an internal liaison across the organisation, ensuring cohesive, well-coordinated engagement efforts.

The City of Whitehorse is a diverse municipality where more than 38% of residents were born overseas, and one third from non-English speaking countries. In Box Hill, 28% of residents were born in China.

Recognising this diversity, it's important that our engagement and communication practices cater to the varied information requirements of our community. Every member of our staff is expected to showcase a dedication to excellent internal and external customer interactions, as well as a commitment to fostering innovation and continuous improvement

## Key Responsibilities

### *Position Specific Responsibilities*

- Provide expert advice on the development of significant, complex and strategic engagement and communications plans consistent with Council's Community Engagement Policy and lead the development and implementation of strategic communications and engagement plans in collaboration with teams across the organisation.

- Work collaboratively across Council to understand the specific project needs and provide integrated, consistent service to internal customers and the community.
- Provide expert advice and lead the procurement and contract management of engagement services when required, to ensure value for money and effective integration with Council's communications channels and standards.
- Create, update and maintain templates for engagement and communications plans for use on projects ranging in size, scale and complexity.
- Contribute to the development and implementation of Council's Community Engagement Handbook, with particular focus on Council's current and emerging communications channels and our Engagement Platform.
- Ensure focus and effort is given to thorough evaluation processes and closing the loop with community members.
- Ensure Council's engagement and communication activities are inclusive and equitable by reducing barriers to meaningful participation in decision making; and designing communications and activities that take into account the language skills, digital access and other abilities of our diverse community.

### *Corporate Responsibilities*

- Follow Corporate Policies, Procedures and the Organisational Goals and Values in the current Whitehorse City Council Collective Agreement.
- Play an active role in identifying, reporting and reducing risk to health and safety of people, our environment, resources and property.
- Make responsible use of Council resources.
- Make a positive contribution to team morale, through collaborative, cooperative work practices.

## **Accountability and Extent of Authority**

**Budget:** Nil

**Staff responsibility:** Nil. There may be opportunities to supervise tertiary students and/or project staff as required.

## **Judgement and Decision Making**

- The position is accountable for the timely delivery and high standard of engagement strategies.
- This position is responsible for determining when critical issues should be escalated to management.
- Ability to listen to and understand a broad range of Council projects and requirements with the capability to tailor engagement solutions accordingly.
- This position will make decisions in relation to critical paths regarding engagement planning.
- This role involves making decisions regarding projects with political implications and high risks, necessitating strong political acumen.

## Specialist Knowledge and Skills

Certificates/Licences and Experience:

- Significant experience in developing and implementing strategic engagement strategies in a community or government organisation.
- Experience in online engagement platforms.
- Strong skills in survey design and writing.
- Chinese and/or Vietnamese language skills (desirable).

## Qualifications and Experience

- Relevant professional/tertiary qualifications
- IAP2 Certification (desirable).
- Satisfactory National Criminal History Check
- Working with Children Check

## Interpersonal Skills

- Demonstrated high level written and verbal communication skills, including high quality engagement collateral and strong presentation and report writing skills.
- Ability to handle challenging interactions with empathy, patience and professionalism.
- Stakeholder management, ability to work with and lead people to outcomes.

### Key Relationships:

- The position will liaise with and advise professionals across the organisation to understand needs, development and implement engagement strategies.

## Key Selection Criteria

- 1.** Significant experience in developing and implementing high quality community engagement strategies, in a community or government organisation.
- 2.** Demonstrated experience using contemporary community engagement principles and methodologies, techniques and practices, including the IAP2 Framework.
- 3.** Demonstrated experience in preparing effective written communications for a broad range of stakeholders and across various communication channels.
- 4.** Demonstrated project management skills, including the ability to progress multiple projects, meet deadlines and prioritise competing tasks.
- 5.** Demonstrated ability to work with and influence challenging and diverse stakeholders, including the ability to build and develop positive, collaborative relationships both within Council and our community.

Community Engagement has really come along way over the past 5 years. Can you tell us about an innovative approach you have taken to solve a community engagement problem?

## Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
<b>Kneeling/Squatting</b> Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.	Taking equipment/resources to events/meetings	Occasionally- approx. 6-10 times per year	
<b>Hand/Arm Movement</b> Tasks involve use of hand/arms	Keyboard/mouse use	7.6 hours per day	
<b>Bending/Twisting</b> Tasks involve forward or backward bending or twisting at the waist.	Taking equipment/resources to events/meetings	Occasionally- approx. 6-10 times per year	
<b>Standing</b> Tasks involve standing in an upright position	Presenting, holding meetings	Intermittent- approx. 5 hours per week	
<b>Reaching</b> Tasks involve reaching above head, and above and equal to shoulder height	Not required	Not required	
<b>Walking</b> Tasks involve walking on slopes and walking whilst pushing/pulling objects	Some walking- various meetings, events, etc.	Intermittent- approx. 1 hour per week	
<b>Lifting/Carrying</b> Tasks involve raising, lowering and moving objects from one level position to another	Not required	Not required	
<b>Pushing/Pulling</b> Tasks involve pushing/pulling away, from and towards the body	Not required	Not required	

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	<i>Comments</i>
<b>Keyboard Duties</b> Tasks involve sitting at workstation and using computer.	Keyboard/mouse use	7.6 hours per day	
<b>Satisfactory Vision</b> Standard of vision required equal to that required for driver's licence	Computer tasks	7.6 hours per day	

**Any other relevant comments:**