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| <b>Job title:</b> Coordinator Media and Communications             |  |
| <b>Classification:</b> Band 8                                      | <b>Effective Date:</b> 1 February 2025 |
| <b>Reports to:</b> Manager Communications, Advocacy and Investment | <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

This position aims to inform, connect and advocate for the Whitehorse community and the Whitehorse workforce. The position provides strategic leadership expertise in reputation, complex communications and media management.

It provides leadership advice and builds organisational capability in developing strategic communications plans and media responses. It leads the publication of key corporate communication channels, oversees quality and standards and builds team capability.

The position leads a small team responsible for creating outcomes for the Council in increasing Council's reputation, increasing uptake of Council services and facilitating a positive customer experience.

Scope of work includes: Leads Council's response to external reputational and media issues. Manages highly complex communications strategy. Leads Mayor and Councillor communications. Builds collaborative partnerships in particular with City Development and City Infrastructure. Leads a small team.

## Key Responsibilities

### *Position Specific Responsibilities*

- Lead a team in providing media responses; complex communications activities and strategic campaign planning.
- Manage Council's digital channels and publications, such as Whitehorse News.
- Develop strategies to engage a diverse community through innovative and data-led and community-led initiatives.
- Builds collaborative partnerships across Council to work together on high volumes of engagement and communications campaigns.
- Manage Council's brand and sub-brands to enhance Council's reputation.
- Leads production of corporate communications channels and oversees quality and standards.
- Supports Mayor and Councillors in media and communications activities.
- Develop and maintain a strategic approach to stakeholder engagement
- Lead marketing and communications capability building activities across the organisation
- Evaluate marketing and communications campaigns and drive a culture of data-led decision making.

### *Corporate Responsibilities*

- Ensure team members follow all Corporate Policies, Procedures and the Organisational Goals and Values Principles in the current Whitehorse City Council Collective Agreement; and model exemplary compliance.
- Ensure the organisation is aware of and compliant with relevant statutes and legislation.
- Identify and develop changes to policy and procedure in areas of responsibility.
- Ensure that risk management principles are adopted in all decision-making processes within the team.

- Undertake identification, reporting and resolution of risk management activities (including that staff are appropriately trained) and ensure that all relevant operating procedures provide for a safe working environment.
- Apply sound financial management techniques to team budget processes.
- Provide equitable and sound supervision of staff, (including ensuring appropriate training, development and motivation) to ensure that team KRA's are met and contribute to the strategic objectives of the team.
- Promote great organisational culture, team cohesion and morale. Ensure appropriate care and use of assets and equipment.
- Support, enable and encourage strategies and actions identified in Council's Gender Equality Action Plan (GEAP) to improve workplace gender equality.
- Champion a safe environment for children and young people in accordance with Council's commitment to Child Safety

### Accountability and Extent of Authority

**Budget:** This position is responsible for \$1million including

**Staff responsibility:** This position is responsible for the management of the Media and Communications.

### Judgement and Decision Making

- The position has a high degree of autonomy and is expected to exercise sound judgment in when to progress matters, when to escalate and where sensitivities or reputational risk lies
- The position is expected to follow established approval chains for communications and media, especially communications on behalf of the Mayor, CEO or 'spokesperson for Council.'
- The position is expected to lead projects and follow timelines, allowing for publication cycles and executive and Council meeting cycles and approvals.
- The position is accountable for ensuring the team maintains efficiency, productivity and excellence, while driving improvements and change in line with Council's transformation agenda.

### Specialist Knowledge and Skills

Certificates/Licences and Experience:

- Formal, degree-level qualification in Communications, Marketing, Media, Journalism, Public Relations or Digital Media or equivalent experience; and at least five years professional experience in one of these fields.
- Exceptional verbal and interpersonal communication skills, adapting to context and demonstrating warm professionalism.

### Qualifications and Experience

#### Qualifications/ Certificates /Licences:

- Formal, degree-level qualification in Communications, Marketing, Media, Journalism, Public Relations or Digital Media or equivalent experience; and at least five years professional experience in one of these fields.

#### Technology

Contemporary Microsoft applications including Outlook and MS Teams are essential.

Adobe Creative Suite is not essential but would be highly regarded.

HPCM, Asana, Drupal CMS, social media scheduling tools will all be highly regarded.

### Interpersonal Skills

- Outstanding communication and interpersonal skills to formulate effective working relationships with and to inspire the confidence across all levels of organisation.
- Highly developed problem-solving skills with the ability to effectively manage complex and sensitive situations applying sound judgement and discretion
- Highly developed engagement, negotiation and influencing skills.
- High self-awareness and capacity to build trust and gain the confidence of others.
- A personal style that models integrity, equity, fairness and transparency.
- Proven ability to manage a dynamic workload with competing priorities and operate independently effectively under pressure.
- Excellent presentation skills to enable the clear communication of information to a range of audiences.

#### Key Relationships:

The position will liaise with the Mayor and Deputy Mayor, Councillors, the CEO and members of the Executive, sometimes under time pressure and with a high standard of professionalism.

The position has major accountability for internal relationships between the Media and Communications and internal customers, striving for positive, collaborative and respectful partnerships. This may include trouble shooting escalated matters or proposing and modelling new ways of working together.

The position will liaise with a wide range of internal customers and sometimes external customers, colleagues at other Councils or at local government sector bodies.

Internal: CEO Directors, Department Managers, City Development, Infrastructure, Mayor and Councillors

External: Creative services and print suppliers, Eastern Region Group of Councils

## Management Skills

- Actively contribute to and enable corporate and business planning process and annual budget process.
- An understanding of Council's goals and of its values and aspirations, and the legal and socio-economic and political context it operates in
- A sound knowledge of relevant accounting and financial procedures
- Plans, seeks, allocates and monitors resources to achieve outcomes on time and on budget.
- Manage team performance and foster an environment that encourages new ideas and provides support for the development of emerging skills, ensuring that objectives and goals are met, taking account of organisational and external constraints and opportunities.
- Ability to lead, motivate and develop employees
- Ensure implementation and compliance of organisational policy, legislative and regulatory requirements.
- Think strategically, particularly in relation to organisational level strategies, programs and approaches.

## Application Requirements

- Satisfactory National (and International as applicable) Criminal History Check.
- Working with Children Check.
- A valid Victorian driver's licence.

Notes and Comments:

The incumbent may be required to work from different locations within the municipality  
The incumbent may be required to attend out of hours work meetings.

## Key Selection Criteria

- Exceptional verbal and interpersonal communication skills, adapting to context and demonstrating warm professionalism.
- Extensive experience directly leading a team of generalist communications professionals and promoting cohesion and positive morale.
- Extensive media and issues management experience.
- Extensive experience in developing strategic communications plans, particular in complex areas pertaining to planning, waste and sustainability and development issues.
- Demonstrated ability to analyse an issue for what's important, distinguishing key risks and issues and distilling these into strategic communications plans.

- Exceptional writing skills and ability to write for a diverse range of channels and readily adapting tone to the purpose and channel; and efficiency in writing accurate, purposeful content at short notice and under pressure.
- Formal, degree-level qualification in Communications, Marketing, Media, Journalism, Public Relations or Digital Media or equivalent experience; and at least five years professional experience in one of these fields.

## Physical Requirements

| Physical Functional Demand  | Specific Physical Job Tasks | Frequency/Duration of performance of task per day | Comments |
|---|-----------------------------|---|----------|
| <b>Kneeling/Squatting</b><br>Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels. |                             | Rarely  |          |
| <b>Hand/Arm Movement</b><br>Tasks involve use of hand/arms  | Computer use                | Frequently  |          |
| <b>Bending/Twisting</b><br>Tasks involve forward or backward bending or twisting at the waist.                            |                             | Rarely  |          |
| <b>Standing</b><br>Tasks involve standing in an upright position  |                             | Rarely  |          |
| <b>Reaching</b><br>Tasks involve reaching above head, and above and equal to shoulder height                              |                             | Rarely  |          |
| <b>Walking</b><br>Tasks involve walking on slopes and walking whilst pushing/pulling objects                              | Walking to meetings         | Sometimes   |          |
| <b>Lifting/Carrying</b><br>Tasks involve raising, lowering and moving objects from one level position to another          |                             | Rarely  |          |

| Physical Functional Demand  | Specific Physical Job Tasks   | Frequency/Duration of performance of task per day | <i>Comments</i> |
|---|---|---|-----------------|
| <b>Pushing/Pulling</b><br>Tasks involve pushing/pulling away, from and towards the body               |   | Rarely  |                 |
| <b>Keyboard Duties</b><br>Tasks involve sitting at workstation and using computer.                    | Writing and editing   | Frequently  |                 |
| <b>Satisfactory Vision</b><br>Standard of vision required equal to that required for driver's licence | Standard of vision required equal to that required for driver's licence | Frequently  |                 |

**Any other relevant comments:**