

Job title: Coordinator, Strategic Communications	
Classification: Band 8	Effective Date: June 2024
Reports to: Manager, Strategic Marketing and Communications	Tenure: Temporary Part Time – (0.8FTE) – July to December 2024

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 to provide an excellent customer experience. We are a resilient organisation where everyone belongs.



Excellent Customer Experience and Service Delivery



Great Organisational Culture



Innovation and Continuous Improvement



Good Governance and Integrity



Long Term Financial Sustainability

We value:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. It is expected that all 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.

Goal Statement

This is a critical leadership role. Leading a team, the position takes responsibility for Council's reputation through media liaison and strategic advice on a range of advocacy issues and campaigns.

Key Responsibilities

Position Specific Responsibilities

- Lead team in providing media responses; advocacy activities and strategic campaign planning.
- Builds collaborative partnerships across Council to work together on high volumes of engagement and communications campaigns.
- Leads production of monthly editions of Whitehorse News in print and digital.
- Supports Mayor in media and communications activities.

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

Authority

Budget: The position is responsible for \$960,000 including salaries.

Staff responsibility: The position is responsible for the management of the Strategic Communications team with 3.8 EFT reports. The position is also expected to take a key leadership role across the department.

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.

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 Strategic Communications functions 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.

Skills and Attributes

Qualifications/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.
- A valid Victorian driver's licence is not essential but highly regarded.
- Satisfactory National Criminal History Check.
- Working with Children Check.

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

- Exceptional verbal and interpersonal communication skills, adapting to context and demonstrating warm professionalism.
- Excellent written communication including:
 - proficiency in writing plain English;
 - writing 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.
- Skills in community languages will be highly valued. Priority community languages in Whitehorse are Chinese languages, Vietnamese, Korean, Greek and Auslan.

Leadership & management:

Demonstrated experience in:

- Directly leading a team by promoting cohesion and positive morale.
- Managing a team to a culture of (sustainable) excellence
- Managing resources including own time to maintain efficient, productive and excellent outcomes.

Strategic and continuous improvement:

- Demonstrated success in breaking down workflows, processes, practices and habits to identify opportunities for improvements and then making those improvements
- Demonstrated ability to analyse an issue for what's important, distinguishing drivers from outcomes, and outputs from outcomes.
- Demonstrated success in using this analytical approach to collaborate with others in designing solutions and reducing roadblocks.

Key Selection Criteria

- Exceptional verbal and interpersonal communication skills, adapting to context and demonstrating warm professionalism.
- Experience directly leading a team by promoting cohesion and positive morale.

- Demonstrated ability to analyse an issue for what's important, distinguishing drivers from outcomes, and outputs from outcomes. Success in using this analytical approach to collaborate with others in designing solutions and reducing roadblocks.
- Excellent written communication including:
 - proficiency in writing plain English;
 - writing 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
Keyboard Duties Tasks involve sitting at workstation and using computer.			

Any other relevant comments:

People from culturally and linguistically diverse backgrounds are encouraged to apply. People with disability and caring responsibilities are also welcome. Flexible working arrangements are available at Whitehorse, by agreement with the relevant Manager.

This role requires a high degree of responsiveness to media enquiries, breaking news and the need to provide excellent service to the Mayor, Deputy Mayor, Councilors and executives. This informs the nature of flexible arrangements available, but does not preclude such arrangements.