

WHITEHORSE CITY COUNCIL

Position description

Job title: Manager Communications, Advocacy and Investment	
Classification: Senior Officer	Effective Date: 16 Jun to end-Sept 2025
Reports to: Executive Manager Corporate Services	Tenure: Fixed-term
People Leader to:	Coordinator Media and Communications Coordinator Marketing and Communications Coordinator Experience and Communications Senior Advocacy Advisor Coordinator Investment and Economic Development

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. Our transformation is supporting us to respond to the evolving changes that impact our organisation and needs of our community.



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.



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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.

Goal Statement

The primary purpose of this position is to strategically manage, plan and coordinate services, programs and projects within the Manager Communications, Advocacy and Investment Department that enable the achievement of Council's Strategic direction and Transformation objectives.

As a member of the Senior Leadership Team (SLT) lead and actively support organisational performance and progress. Leading and managing a multidisciplinary team, the role leads and informs the development and implementation of marketing and communications and advocacy activities for Whitehorse City Council across a variety of channels, including media, website, social media, and print to deliver on Council's strategic direction and transformation agenda.

This position is also responsible for driving positive outcomes for investment, growth and marketing and advocacy relating to the Whitehorse business community and precincts. It is responsible for the oversight and leadership of the Investment and Economic Development strategy.

This position is responsible for the management and leadership of all department functions. This includes active supervision of resources to deliver services, meet customer service standards and achieve strategic objectives.

Key Responsibilities

Position Specific Responsibilities:

- Develop constructive relationships with senior internal and external stakeholders and Councillors whilst demonstrating a trusted understanding of the business and a measured and flexible approach to resolving issues.
- Effective leadership by fostering a collaborative and high performing culture in the Strategic Marketing and Communications and Economic Development functions and team aligned with Council's values. Provide strategic advice and direction in the development and delivery of successful marketing and communications services, and economic development services in support of community outcomes.
- Foster productive working relationships with internal service areas, including the Customer Service Department, Councillors and Executive Leadership Team (EMT).
- Mentor and guide team members, encouraging their professional growth through regular feedback, coaching, and skill development opportunities.
- Provide visionary leadership to the Strategic Marketing and Communications and Economic Development functions and teams, setting clear objectives and fostering a culture of collaboration, innovation, and continuous improvement.

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- Active communication management mitigating negative impacts, lifting public profile and highlighting Council's actions.
- Monitor and promptly respond to incoming media enquiries and requests for comments on breaking news or emerging issues, crafting well-prepared and timely responses to address potential reputational challenges effectively.
- Engage with key internal and external stakeholders and lead collaborative partnerships across the organisation and Local, State and Federal Government organisations to support Council's agenda and priorities and advocacy programs.
- Oversee the production and distribution of digital, print media and marketing content including the provision of regular progress reports to the ELT and senior stakeholders.
- Provide executive management in overseeing budgets, finances, procurement and expenditure of the department.
- Attend Council meetings which take place on Mondays after hours and manage all key media messaging from any outcomes agreed.
- Provide and coordinate proactive advice to the Chief Executive Officer, the Executive, Senior Leadership Team and the organisation on portfolio related issues.
- Development and delivery of the Manager Communications, Advocacy and Investment department annual Business Plans
- Development and delivery of the Manager Communications, Advocacy and Investment department annual Budget Plans
- Lead the team through culture change, including planning, delivering and facilitating team culture initiatives.
- Work closely with the Transformation directorate supporting an internal service review processes and outcomes of the Manager Communications, Advocacy and Investment function
- Drive delivery of action items from the 2023 Whitehorse Employee Survey results actively engaging the Strategic Marketing and Communications and Economic Development teams in their development

Self-Leadership:

- Formulate effective working relationships, build trust and gain confidence across all levels of organisation and external contacts.
- Clearly communicate information to a range of audiences.
- Negotiate, problem solve and influence in pursuit of departmental and organisational objectives. Model initiative and decisiveness.
- Apply and share knowledge gained through experience and exposure to experts, colleagues and stakeholders.
- Manage a dynamic workload with competing priorities and operate independently effectively under pressure.

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- Actively seek, reflect and act on feedback, showing a clear capacity and willingness to modify behaviour. Apply strengths and mitigate weaknesses and limitations.
- Proactively seek opportunities for development and growth.
- Values driven actively modelling integrity, equity, fairness and transparency.

People Leadership:

- Manage and oversee the setting of goals in line with Council and department strategies and plans, expectations and providing performance guidelines.
- Sharing strategic expertise in area of discipline to develop the professional skills of others across department to ensure Council builds expertise and capability.
- Lead department planning, budgets and reporting, including evaluating progress, results and trends.
- Provide equitable and sound people leadership, (including ensuring appropriate training, development, and motivation) to ensure that service performance is measured and proactively managed.
- Lead, motivate and develop people to improve culture, engagement and performance, aligning people and organisational goals.
- Foster an environment that encourages new ideas and provides support for the development of emerging skills.
- Actively assist with the delivery of Council's key priorities and ensure effective monitoring and reporting of progress.
- Act as the ambassador for organisational culture and values. Ensure values are embedded and upheld by role modelling constructive behaviours to build trust and support high standards of performance.

Service Leadership:

- Plan, seek, allocate and monitor resources to achieve service outcomes on time and on budget.
- Manage team performance against expectations of service.
- Think and act strategically, particularly in relation to organisational level strategies, programs and approaches.
- Leverage external networks to ensure Council's service planning and delivery maintains pace with industry leaders.
- Identify and develop changes to policy and procedure in areas of responsibility through a lens of continuous improvement

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Organisational Leadership:

- Ensure implementation and compliance of organisational policy, legislative and regulatory requirements.
- Exercise financial management responsibilities and financial and P&C delegations when required.
- Make a considered and strategic contribution to the development and enablement of Council vision, direction and goals to serve the community and advance the organisation recognising an evolving Local Government context.
- Lead in the spirit and practice of Council's Values and Code of Conduct, Collective Agreement and applicable policies, procedures and practices.
- Oversee organisational awareness of and compliance with relevant regulations and legislation.
- 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.
- Oversee appropriate care and use of relevant assets and equipment.

Authority:

- Preparation, oversight and management of the department budget.
- Exercise judgment and solve complex problems.
- Make decisions independently and take an innovative approach. Decisions made by the position have significant effect on the Department and the organisation.
- Effectively manage complex, sensitive and confidential situations applying sound judgement and discretion.
- Provide guidance and leadership to the Department and to the organisation as relevant.
- Report any matters that may impact on the safety of Council employees or citizens, 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.
- Other duties as directed within the skills and capabilities of a position at this level.

Notes and Comments:

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- 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 (e.g. Council briefings and meetings).

Key Selection Criteria

Position Specific

- Tertiary Qualifications in Communications, Public Relations or relevant discipline.
- Extensive experience leading successful communication and marketing functions.
- Depth of expertise in strategic communications and marketing and established political acumen to provide high-level advice.
- Demonstrated track record fostering a collaborative team environment and empowering team members.
- Proven experience in leading teams through organisational, service and cultural change and building thriving team cultures and relationships.
- Proficient in navigating complex, changing environments and fostering innovation. Ability to manage own time, work under pressure, set priorities, and achieve targets in the completion of a diverse range of activities.
- Excellent responsiveness skills and experience managing media
- Superior written and verbal communication skills applicable to various media genres including print, digital and broadcast, as well as the ability to present well to groups. enquiries and responses within short time frames.

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Leadership

Manage and Develop People: Engages and motivates staff, develop capability and potential in others.

Creates a climate in which people across the organisation want to do their best.

Leads engagement in effective performance management, development planning and talent identification.

Drives executive capability development and ensures effective succession management practices.

Creates a climate in which senior staff value regular feedback, continuous learning and new experiences Ensures workforce management systems, policies and practices are inclusive of all individuals.

Plans for future workforce capability needs including developing partnerships Instils a sense of urgency around addressing performance problems among leaders in the organisation.

Inspire Direction & Purpose: Communicates organisational goals, priorities and vision and recognise achievements

Articulates a shared vision of the organisation's future, described in measurable terms, and communicates the way forward.

Actively drives alignment of policy and practices with strategy.

Generates enthusiasm and commitment to goals and cascades understanding throughout the organisation.

Communicates the context and parameters surrounding organisational strategies.

Celebrates success and high performance and supports regular workplace activities to build a positive culture.

Optimise Workforce Contribution: Hires and deploy people effectively and apply sound talent management and workforce planning principles.

Ensures that operating models, systems, processes and workforce structure are aligned to key organisational strategies.

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Oversees the workforce management strategy to ensure the organisation is the right size and shape to deliver outcomes.

Champions the benefits of diversity and ensures hiring practices attract diverse applicants and minimise selection biases.

Ensures talent management processes and resources are in place to inform L&D priorities, investment decisions and succession planning.

Facilitates partnerships with other organisations to strengthen workforce capability.

Lead and Manage Change: Initiates, supports and champions change, assist others to accept and engage with change.

Communicates a compelling case for change and articulates vision, objectives and benefits for different audiences.

Analyses the change context to develop the right change approach for the organisation, community and region.

Ensures regular communication throughout the change effort to build awareness, understanding, support and commitment.

Ensures organisational structures, systems, processes and leadership are aligned to support and embed changes.

Anticipates, plans for and addresses cultural barriers to change.

Conditions of Employment

Conditions of employment are in accordance with Senior Officer Contract of Employment and Code of Conduct.

Applicants will require the following:

- Identify check.
- Criminal History Check - renewal required every 10 years.
- Working with Children Check - renewal required every 5 years.
- Psychometric Assessment.
- Right to work in Australia.
- Credit History Check – applicable roles only.
- Qualification/ Certification – applicable roles only.



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Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Kneeling/Squatting Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.		Sometimes	
Hand/Arm Movement Tasks involve use of hand/arms	Keyboard, writing, carrying office supplies	Often	
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.		Never/rarely	
Standing Tasks involve standing in an upright position	May work at sit/stand desk, make presentations	Sometimes/often	
Reaching Tasks involve reaching above head, and above and equal to shoulder height		Never/rarely	
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects		Sometimes/often	
Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another	Office equipment. Not heavy	Sometimes	

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Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body		Never/rarely	
Keyboard Duties Tasks involve sitting at workstation and using computer.	A large portion of the work will involve using a computer sitting at a work station.	Often	
Satisfactory Vision Standard of vision required equal to that required for driver's licence		Often	

Any other relevant comments: