



# WHITEHORSE CITY COUNCIL

## Position description

<b>Job title:</b> Senior Communications Advisor	
<b>Classification:</b> Band 7	<b>Effective Date:</b> 1 February 2025
<b>Reports to:</b> Coordinator Media and Communications or Coordinator Experience and Communications	<b>Tenure:</b> 2 x Permanent Part Time roles. Both roles 0.8FTE (4 days per week)

### 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

## Position description

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

The Senior Communications Advisor will develop and support the implementation of external and internal communications strategies to enhance Council's reputation and to connect Council's workforce.

Scope of work includes: Communications planning. Forward planning with internal stakeholders. User experience and information architecture design and enhancement. Organisational capability building. Governance of customer channels

## Key Responsibilities

### *Position Specific Responsibilities*

The position is responsible for the design and implementation of internal and external communications strategies to enhance Council's reputation, increase uptake of services, create a positive customer experience and connect Council's workforce.

- Create, develop, and implement external and internal communications strategies.
- Evaluates campaigns and uses data to enhance communications strategies.
- Develop communications strategies to target content to a diverse audience.
- Builds strong relationships with internal teams and conducts forward planning activities.
- Develops creative campaigns, adopting multi-media tools.
- Gather information to better understand issues, problems, and opportunities and foster the use of data in decision making by others
- Interrogate and analyse information from a variety of sources to detect trends, associations, cause-effect relationships and to develop feasible options.
- Work with stakeholders from across the organisation to identify opportunities and initiate action to improve communication approaches.
- Influence others to gain best-practice communications and reputational outcomes.
- Lead the development and implementation of social media, publications and channel strategies for the Council.
- Develop and publish content for all of Council's channels such as web, social media and publications.

### *Corporate Responsibilities*

- Adhere to and promote Corporate Policies, Procedures and the Organisational Goals and Values Principles in the current Whitehorse City Council Collective Agreement by all staff under supervision
- Ensure the organisation is aware of and compliant with relevant statutes and legislation.
- 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 targets are met and contribute to the strategic objectives of the team.
- 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:** Develop and manage communications components of the centre's budget lines

**Staff responsibility:** Nil

### **Judgement and Decision Making**

- This position will be required to formulate communications strategies and promotions, policies and plans for adoption, following appropriate investigation analysis and consultation.
- It is expected that the incumbent will draw on previous experience, theory and/or precedent to bring a high level of strategic marketing direction and specialist advice and support to the centre. .
- Guidance is not always available within the organization - meaning it may be necessary to seek external guidance/advice

### **Specialist Knowledge and Skills**

Certificates/Licences and Experience:

- Demonstrated success in strategic communications planning and

implementation

## Technology

Proficiency in the use of MS365 products, Adobe Acrobat, and the ability to quickly acquire skills in the use of other relevant software.

Proficiency in In Design and other applications in the Adobe Suite (highly desirable).

Proficiency in the strategic use of social media channels, EDM creation and web content creation.

## Qualifications and Experience

Qualifications/ Certificates /Licences:

- Tertiary qualifications in a marketing or related discipline combined with relevant experience preferably within a local government, community, service provision or cultural services setting.

## Interpersonal Skills

- Demonstrated ability to manage multiple projects and campaigns.
- Strong relationship building and relationship management skills.
- Exceptional written communication skills across a variety of media and products.
- Ability to gain cooperation and assistance from clients, other employees and members of the public in the administration of broadly defined activities
- Ability to liaise with counterparts in other organisations to discuss and resolve specialist problems

Key Relationships:

Internal: Directors, Department Managers, Infrastructure, City Development, Mayor and Councillors, Transformation and Corporate Services directorates

External: Creative services, media services

This position reports to the Coordinator Reputation and Brand. However, it is essential that this is fully integrated and has a strong working relationship with the Managers and Coordinators of Community Services.

The incumbent is also required to work closely with and gain cooperation from Council contractors, staff and management and to establish strategic alliances with the business and community sector.

It is expected that the incumbent will establish a network of communications professionals to keep up with industry best practice and provide recommendations and advice.

## Management Skills

- Management skills to achieve objectives despite conflicting pressures
- The ability to work as part of a team and contribute effectively to both the Strategic Marketing and Communications Department as well as across the organisation
- Effective influencing and interpersonal skills.

## Application Requirements

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

## Key Selection Criteria

- Tertiary qualifications in a marketing or related discipline combined with relevant experience preferably within a local government, community, service provision or cultural services setting
- Demonstrated experience in strategic communications planning and implementation.
- Demonstrated experience in designing and implementing creative campaigns across multiple channels
- Demonstrated excellent oral and written communication skills and ability to network and influence key stakeholders
- Demonstrated success in managing competing demands to design and execute timely plans.
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## 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.		Rarely	
<b>Hand/Arm Movement</b> Tasks involve use of hand/arms	Computer use	Frequently	
<b>Bending/Twisting</b> Tasks involve forward or backward bending or twisting at the waist.		Rarely	
<b>Standing</b> Tasks involve standing in an upright position		Rarely	
<b>Reaching</b> Tasks involve reaching above head, and above and equal to shoulder height		Rarely	
<b>Walking</b> Tasks involve walking on slopes and walking whilst pushing/pulling objects	Walking to meetings	Sometimes	
<b>Lifting/Carrying</b> 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> Tasks involve pushing/pulling away, from and towards the body		Rarely	
<b>Keyboard Duties</b> Tasks involve sitting at workstation and using computer.	Writing and editing	Frequently	
<b>Satisfactory Vision</b> 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:**