

CITY OF GREATER GEELONG

POSITION DESCRIPTION

GREATER GEELONG: BUILDING OUR COMMUNITY THROUGH ENTERPRISE, OPPORTUNITY AND INNOVATION IN A QUALITY ENVIRONMENT

POSITION TITLE:	Senior Communication and Media Officer – Issue Management
POSITION NUMBER:	2975
DIVISION:	Office of the CEO
DEPARTMENT:	Corporate Communication and Marketing
CLASSIFICATION:	Band 7
REPORTS TO:	Coordinator, Corporate Communication and Marketing
DIRECTLY MANAGES:	N/A
INTERNAL LIAISONS:	City employees at all levels – including the CEO and Executive Leadership Team; managers, coordinators, and team leaders; and the mayor and councillors.
EXTERNAL LIAISONS:	Media outlets; ratepayers, businesses and community representatives and organisations; government and government agencies at all levels.
DATE:	June 2017

POSITION OBJECTIVES:

The Corporate Communications and Marketing Department provides corporate-level communications, marketing and media services to help the City and its elected mayor and council communicate and engage with their internal and external stakeholders efficiently and effectively.

This position provides expert communication, media and marketing advice and support to issue management teams formed (as required) to identify, assess, manage and mitigate the potential reputational risks of significant organisation-wide 'issues' related to the City's operations. It works as a member of the City's communication and media team, able to perform a range of general communication and media work to advance City and departmental goals.

POSITION RESPONSIBILITIES:

Key Responsibilities:

1. Actively represent the department on all issue management teams, and contribute to issue management planning to effectively maintain, protect and enhance the City's reputation.
2. Help anticipate, identify, flag and prioritise issues and reputational risks from across the City that present a reputational risk, and help develop issue management plans in case they occur.

3. Build and maintain strong relationships with the CEO's Office and the City's senior leadership team to ensure a robust and consistent approach to mitigating a wide range of potential reputational risks, using a common issue management process.
4. Use analysis and research skills to develop organisation-wide agreed views on different common or probable issues, to proactively pre-empt and mitigate reputational risk.
5. Prepare and maintain the currency of appropriate communication, media and marketing collateral, ready to respond to issues that could negatively impact the City's reputation.
6. Actively contribute to feedback and assessment processes at the conclusion of all issue management processes.
7. As required, provide high level, strategic and comprehensive advice and assistance to the manager and the City's executive leadership team relating to corporate communication, media and marketing.
8. Ensure regular updating of the Corporate Communication and Marketing issues register, providing analysis of trends and advice on risk mitigation, and highlighting opportunities to proactively get ahead of any bad news.
9. As required, prepare formal and informal reports and briefing papers on issue management communication for consideration by the City's executive leadership and council.
10. If required, provide out of hours issue management team input regarding communication, media and marketing.
11. Participate in reputational risk management activities relating to the City's role in emergency management, specifically for relief and recovery activities.
12. Advise and assist other communication and media officers involved in issue management.
13. Have an excellent 'eye for detail', able to write for a range of clear focused communication products in plain English as required – including speeches, media releases and statements, marketing copy, communication plans, briefing documents, and web copy.
14. Have an understanding of traditional (print) publication, and digital publication (social media, digital photography, digital video and web).
15. Adhere to the City's code of conduct, values and all City policies and procedures relevant to this position.
16. Carry out other duties as deemed reasonable and appropriate to the role, as directed from time to time.

Values and Behaviours:

Our values represent who we are and who we aspire to be. They are the tools to create the workplace culture we want. We are all accountable for this.

- Respect and encourage each other
- Create a healthy and safe environment for all
- Embrace new ideas and better ways to work
- Make people the centre of our business

Risk Management and Occupational Health & Safety Responsibilities:

- Understand and comply with the City's OH&S policies, procedures and legislative requirements relevant to the position.
- Perform work in a safe and appropriate manner.
- Ensure personal behaviour does not discriminate, bully or harass others.
- Take responsibility for own safety, and that of others.
- Be equally mindful of both physical and mental health risks.
- Proactively report any incidents, injuries, hazards or unsafe work practices.

The following general physical and functional requirements could apply to this position:

- High-stress situations.
- Dealing with difficult clients and situations.
- Demanding (daily) deadlines.

- Prolonged periods of inactivity (for example: sitting at the computer).
- Regular keyboarding activities.
- Long / short distance travel between sites.

KEY SELECTION CRITERIA:

Essential:

1. Experience managing high profile issues within a complex and politically sensitive environment.
2. Achievement in a range of issue management, marketing and communications disciplines.
3. Good communication skills, both verbal and written, including the ability to successfully negotiate, influence and resolve complex issues.
4. Proven interpersonal skills with experience in dealing effectively with a diverse range of stakeholders within a complex organisation.
5. Analytical skills with the capacity to consider any legal, social, economic and/or political ramifications relating to the City's marketing, communication or media activities.
6. Practical knowledge and hand-on experience from working in the professional communication, media, marketing and PR fields.
7. Project management skills as applied to communication, media, marketing or PR.
8. Commitment to adhering to the City's code of conduct and values.

Desirable:

1. Knowledge of working in a public service government environment, with an understanding of the *Local Government Act* and other relevant legislation.
2. Knowledge of Victoria, Geelong and the city's recent history – particularly viewed through a social and political lens.
3. Awareness of relevant legislation, policies, practices and conventions related to communication, marketing and media – including legal issues for writers and publishers (such as defamation and copyright).
4. Tertiary qualifications in communication, marketing, PR, media studies or a related discipline.
5. Project management skills as applied to communication, media, marketing or PR.

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

- Efficiently manages the Corporate Communications and Marketing department's involvement in the City's issue management processes.
- Decisions could have significant and wide-reaching impact on the City's reputation, 'brand' and 'image' across its wider community.
- Acts as an in-house subject matter expert in contemporary marketing, communication and media practice as applied to issue management, able to provide specialist advice to assist informed decision making by the City and its council.
- Helps lead the City to embrace new ideas and better ways to work – particularly relating to issue management and reputational risk.
- Accountable for creating and capturing accurate and complete records of the business activities related to this position, in accordance with approved policy and procedures. This is applicable to both hardcopy and electronic information, including email.

JUDGEMENT AND DECISION MAKING:

- This role will require urgent decision making backed by professional judgement and a broad understanding of each issue – assessed by the key political, economic, social, technological, legal and environmental implications.
- Anticipates potential problems, and pre-empts required actions.
- Liaises with key stakeholders to ensure full understanding of the communications, media and marketing input to all issues being managed.
- Evaluates implemented courses of action and makes adjustments as required.

SPECIALIST SKILLS AND KNOWLEDGE:

- An understanding of contemporary practices, issues and challenges in the local and global marketing, communication and media sectors – as applied to issue management.
- A passion for news and current affairs, well developed political 'nous', and knowledge of Geelong's networks and political environment.
- Knowledge of local government in Victoria, and civic protocols in general.
- Knowledge of relevant legislation, policies, practices and conventions related to communication, marketing and media – including legal issues for writers and publishers.

MANAGEMENT SKILLS:

- Able to manage personal contribution and workflows to deliver high-quality communication, media and marketing services and ideas to the City's issue management processes.
- Ability to manage any other human, financial or physical resources needed to achieve the communication goals required of any issue management process, despite conflicting demands.
- Knowledge of current office systems and software, particularly Microsoft Office, report writing, and an ability to undertake web based searches.

INTERPERSONAL SKILLS:

- Proactive, positive and professional attitude with a flexible approach.
- Collaborative approach to teamwork and team-based solutions.
- Good communication skills with the ability to positively negotiate and influence in order to effectively deliver solid results for the City.
- Engage meaningfully with staff, councillors, members of the public, and other stakeholders.

QUALIFICATIONS AND EXPERIENCE:

- Tertiary qualification in communication, marketing, PR, media studies or a related discipline are highly desirable.
- Demonstrated success in a similar position involving high-level issue management.
- Experience in a local government environment is desirable.

HOW TO APPLY

Applications close: 5:00pm Friday 21 July 2017

Contact Person: Dr Geoff Russell, Manager Corporate Communications and Marketing, (03) 5272 4131

Submit your online application at <https://www.geelongaustralia.com.au/employment>

If you are unable to submit an online application please send your application to:

Recruitment Administration Officer
People and Organisation Development
City of Greater Geelong
PO Box 104
GEELONG VIC 3220

Privacy Statement

The collection and handling of personal information is carried out in accordance with the City's Privacy Policy, which is displayed on the City's website and which is available for inspection at, or collection from, one of the City's Customer Service Centres.