

# CITY OF GREATER GEELONG

## POSITION DESCRIPTION

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

<b>POSITION TITLE:</b>	<b>Coordinator Corporate Communications and Marketing</b>
<b>POSITION NUMBER:</b>	2974
<b>DIVISION:</b>	Office of the CEO
<b>DEPARTMENT:</b>	Corporate Communications and Marketing Services
<b>CLASSIFICATION:</b>	Band 8
<b>REPORTS TO:</b>	Manager Corporate Communications and Marketing Services
<b>DIRECTLY MANAGES:</b>	Corporate Communications and Marketing Services teams (via team leaders)
<b>INTERNAL LIAISONS:</b>	City employees at all levels – including the CEO and Executive Leadership Team; managers, coordinators, and team leaders; and the mayor and councillors.
<b>EXTERNAL LIAISONS:</b>	Media outlets; ratepayers, businesses and community representatives and organisations; contractors and consultants; government and government agencies at all levels.
<b>DATE:</b>	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.

The Coordinator assists the Manager to lead the department and is jointly responsible for all facets of service and program delivery, including budgeting, reporting, staff management, strategic planning, stakeholder relationships and engagement, innovation, issue and reputational management, and internal communication.

The position is also accountable for helping to provide highly effective leadership in a pressured environment, and personally role modelling the City's values to the highest level – especially when acting in the manager's absence.

## **POSITION RESPONSIBILITIES:**

### **Key Responsibilities:**

1. Assist the manager to effectively and efficiently manage the department's human, financial and physical resources – specifically, assist with all business planning and operational requirements, including:
  - strategic planning linked to overall City goals and endorsed council plans
  - staff recruitment, induction, supervision, welfare, coaching and mentoring, rostering, and annual appraisal and reporting
  - stakeholder relationships and engagement
  - budgeting
  - innovation
  - issue and reputational management
  - departmental performance measurement and reporting, and
  - internal communication.
2. Provide high level, strategic and comprehensive advice to the manager to inform long-term decision making to advance the department's goals to build a 'digital newsroom', to better serve the broader City's goals.
3. Be an effective, inspiring and empowering people leader and coach.
4. Adhere to, role model and promote City values, culture and all City policies and procedures relevant to this position in all aspects of duty, and support and drive cultural change in line with the City's established people strategies.
5. Assist in managing the development, review, amendment and adoption of relevant City policies, procedures and guidelines.
6. Adopt a proactive risk management approach to ensure risks are identified, quantified and controlled, and that employees, contractors and the community are protected.
7. Help the department's marketing and communication/media team leaders manage the City's brand and single 'voice' – specifically to ensure organisation-wide compliance with the City's Brand Guidelines, Writing Standard, and social media presence.
8. Have an excellent 'eye for detail': able to write, edit and proof-read 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.
9. Have an understanding of traditional (print) publication, and digital publication (social media, digital photography, digital video and web).
10. As requested, attend council meetings and councillor briefings to provide professional media, communication and marketing advice to the CEO, mayor and councilors, and ensure adequate information services for the public, and any media representatives.
11. As required, act as the City's out of hours media contact and spokesperson.
12. Assist with emergency management communication coordination for the City's relief and recovery responsibilities.
13. Assist with the corporate induction of newly elected councilors to ensure they are adequately informed on relevant communication, marketing and media issues.
14. Adhere to all Council's policies and procedures relevant to this position.
15. 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:

- Demanding (daily) deadlines.
- High-stress situations.
- Dealing with difficult clients and situations – internal and external.
- Prolonged periods of physical inactivity (for example: sitting at the computer).
- Regular keyboarding activities.
- Long / short distance travel between sites.
- Some manual handling tasks.

### **KEY SELECTION CRITERIA:**

#### **Essential:**

1. People management, coaching and mentoring skills, with success in leading and improving high-performing teams to deliver results – preferably in a communication, media and/or marketing field (public or private).
2. Highly developed communication skills – both verbal and written – including the ability to successfully negotiate, influence and resolve complex issues.
3. Proven interpersonal skills with experience in dealing effectively with a diverse range of stakeholders across a complex organisation, and external.
4. Strong practical knowledge and hand-on experience from working in the professional communication, media, marketing and PR fields.
5. Commitment to adhering to the City's code of conduct and values.

#### **Desirable:**

1. Knowledge of working in a public service government environment, with good knowledge and understanding of the *Local Government Act* and other relevant legislation.
2. Knowledge of modern business planning and management practices, including budget development, financial management, resource management, and reporting.
3. Knowledge of Victoria, Geelong and the city's recent history – particularly viewed through a social and political lens.
4. 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.
5. Project management skills relevant to the communication, media, marketing or PR areas.

### **ACCOUNTABILITY AND EXTENT OF AUTHORITY:**

- This role is responsible for the efficient and seamless running of the Corporate Communication and Marketing Services department during the manager's absence (such as annual leave).
- Accountable for significant work planning, strategy formulation and program delivery inclusive of the management of resources, quality, effectiveness, cost and timeliness.

- 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, able to provide specialist advice to assist informed decision making by council.
- Helps lead the City to embrace new ideas and better ways to work.
- 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 management role can be highly pressured, requiring urgent decisions backed by professional judgement.
- Successfully manages complex issues and/or matters that might require the setting of suitable precedents, and adjustment to policy and practice.
- Decision making based on a broad understanding of each issue, including the key social and political implications.

#### **SPECIALIST SKILLS AND KNOWLEDGE:**

- A passion for news and current affairs, and well developed political 'nous'.
- An understanding of contemporary practices, issues and challenges in the local and global marketing, communication and media sectors.
- An understanding of Geelong's networks and political environment.
- An understanding of local government in Victoria, and civic protocol in general.
- An understanding of current state and commonwealth policies and issues in relation to department and corporate services.
- Knowledge of relevant legislation, policies, practices and conventions related to communication, marketing and media – including legal issues for writers / publishers (defamation and copyright).

#### **MANAGEMENT SKILLS:**

- Excellent leadership skills with the capacity to 'lead, inspire and motivate'.
- A capacity to monitor and manage individuals and teams, and their contribution and workflows to achieve leading service delivery and performance.
- An ability to manage human, financial and physical within broad parameters to achieve goals and objectives, despite conflicting pressures for those resources.
- Understanding and knowledge of business planning, budgeting and financial management practices and systems.
- Understanding of people management and employee relations practices (including resolving workplace issues and/or matters), with support from the department's manager and HR Business Partner.
- 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.
- 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 senior management position.
- Postgraduate qualifications in a related field would be highly regarded.
- 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 Communication 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.*