

Position Description

Position Title	
Senior Communications Adviser (Infrastructure & State Projects)	
Directorate	Corporate Development
Department/Business Unit	Communication & Customer Experience
Team	Media and Communications
Classification	Band 8
Date	May 2024

Reports to:	Manager Communications and Customer Experience
Supervises:	Nil [formally] Informally, specific input into work priorities of relevant staff
Internal Liaison:	All employees and management
External Liaison:	Print and design companies, local businesses, contractors, community groups

Position Objectives

Your primary purpose in this position is to:

- Undertake all relevant communications and issues management activities in relation to Council's major projects and significant infrastructure projects.
- Explain the benefits of Council's investment in our infrastructure projects to the Community through various channels and opportunities; and provide support to project teams to manage issues.
- Advise on and implement communications activities on behalf of Council in relation to State Government projects within Greater Dandenong.

Key Selection Criteria

You need these essential qualifications (or experience), knowledge and skills to carry out this position:

- Degree or Diploma qualifications in Public Relations, Marketing, Communications, coupled with substantial relevant experience. Relevant skills, knowledge and experience should include:
 - Demonstrated extensive experience in developing and delivering communications plans as well as ability to work in a communication's advisory capacity to staff at all levels of an organisation.
 - Excellent interpersonal, verbal, and written communication skills combined with the ability to form productive working relationships across various teams and external stakeholders.
 - Advanced skills in the use of MS Office as well as the ability to acquire new technical skills quickly and manage multiple projects simultaneously, maintaining high productivity.
 - Additional skills will be highly regarded. These can include:
 - Experience working on infrastructure projects over \$20m or with complex stakeholder mixes.
 - Procurement and Contract Management in a government context.
 - Experience in producing content for digital communications such as EDMs, web and social media.
 - Photography, videography, and editing, including the use of smartphones and basic editing apps and/or basic graphic design.

As part of the Selection Criteria, you must hold and supply these licences, registrations, certificates, etc., prior to offer of employment and commencement and continue to maintain them throughout your employment in this role with Council:

- satisfactory (and ongoing) Working with Children's Check
- satisfactory (and ongoing) Police Check

Position Specific Responsibilities & Skills

In this position, you are responsible for:

<u>Strategic communications advice</u>	<ul style="list-style-type: none"> • Provide strategic advice to project teams on issues management, branding, and communications. • Develop and implement communications plans, tailored to the scope and complexity of various infrastructure projects. • Promote Council's brand and ensure our investment in projects is promoted to the community. • Scan for risk and manage issues in collaboration with project teams. • Liaise and manage relationships with external printers and designers to produce quality communications materials and publications within the defined timelines. • Build relationships across Council and especially with project teams and colleagues in the Media & Communications team to pre-empt issues, coordinate communications and ensure timely advice. • Seek and deliver on opportunities to explain benefits, tell stories, and promote enthusiasm and interest in projects. • Liaise with Victorian Government stakeholders on projects within Greater Dandenong, providing collegial advice and cooperation, while maintaining a focus on Council's and our community's interest.
<u>Communications delivery</u>	<ul style="list-style-type: none"> • Draft Key Messages, media releases, web content, EDMS, articles and social media posts. • Procure and contract manage (or advise, as required) for communications and marketing products including temporary signage, print, graphic design, drone footage, photography, and videography. • Liaise and coordinate with colleagues on scheduling communications within various owned and earned channels. • Devise and execute media strategies for proactive and responsive coverage. • Support project team communications and updates to PCGs and Councillors
<u>Corporate communications</u>	<ul style="list-style-type: none"> • Provide input into the development of policy on communications related activities. • Contribute to the innovation and continuous of the Communications and Media team's operations.

Core Organisational Capabilities

We have a Core Capability framework to help everyone succeed and develop for their current and future positions. The relevant capabilities for this position are listed below.

REACH Values

Our REACH values define who we are and how we interact with others. They define how each of us should aim to operate in the workplace regardless of the role we hold. Our REACH values are at the back.

Organisational Responsibilities

Everyone at Council has the following responsibilities and obligations:

Emergency Management	<ul style="list-style-type: none"> • Help Council fulfil its emergency management obligations by assisting in emergency management activities as required
Child Safety	<ul style="list-style-type: none"> • Understand obligations and act in an appropriate manner with and around children. • Promote positive work practices with children. • Establish boundaries around acceptable and unacceptable behaviour in relation to children. • Adhere to reporting obligations where there is suspected or discovered child abuse.
Climate Change & Sustainability	<ul style="list-style-type: none"> • Help support Council's response to the climate emergency by helping facilitate a whole -of-organisation approach where climate change mitigation and adaptation is embedded into all Council services, assets, operational and decision-making processes.
Compliance	<ul style="list-style-type: none"> • Remain mindful of the requirements of the Victorian Charter of Human Rights at all times.

	<ul style="list-style-type: none"> • Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information. • Perform other duties as directed within the limits of acquired skills, knowledge, and training. • At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers, and employees. • At all times, comply with Council's Code of Conduct - Staff.
Diversity, inclusion and equity	<ul style="list-style-type: none"> • Demonstrate an understanding of and the ability to work with, diversity in the workplace, including: <ul style="list-style-type: none"> ○ zero tolerance of racism and expectations that staff will act on incidents of racism. ○ supporting Aboriginal and Torres Strait Islander children to express their culture and enjoy their cultural rights.
Gender Equality	<ul style="list-style-type: none"> • Prevent and address violence against women and workplace sexual harassment, including by modelling acceptable behaviour, responding decisively to improper conduct and properly managing initial disclosures

Inherent requirements of the position

These are the essential requirements of this position:

Council has a Flexible Work Policy. All staff are required to attend the workplace for the minimum number of days specified in the Policy.

On a typical day, approximately this much time would be spent on the following activities:

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Working independently – ability to utilise autonomy with respect to the processes by which tasks are completed. Little to no autonomy with respect to the work allocated to them by the supervisor		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Team based work – works in a team of people and not exposed to isolation		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Communicating with others – Verbally		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Communicating with others - Written		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Focused Attention to task – high levels of attention required to minimise errors and ensure accuracy		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Concentrating – high levels of concentration required while completing required tasks		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Planning and sequencing tasks and activities		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Decision making – required to exercise sound decision making while completing all aspects of the position		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Problem solving – requirement to develop sound solutions to novel or unusual problems arising during the course of the day		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reasoning – required to exercise sound reasoning while completing all aspects of the position within defined scope		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judgement – required to exercise sound judgement while completing all aspects of the position within defined scope		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Short and long-term memory recall – ready access to documented procedures or precedents to perform requirements of the position		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Emotional resilience – exposure to stressful situations including meeting specified deadlines and production demands, general workload demands, change beyond individual's personal control		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Interruptions – <i>frequency of interruptions to daily work plans and requirement to change work plans at short notice</i>					

Physical Requirements

This position does not require more than 10-15% manual handling/physical exertion.

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Mobility/Postures					
Sitting – stay in a seated position		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standing – standing in an upright position, moving less than 3 steps		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking – In an upright position, moving more than 3 steps		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crawling – Move on the hands & knees or by dragging the body close to the ground		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-manual handling					
Crouch/squat – To lower the body by bending forward from legs and spine, buttocks on or near the heels		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kneeling – To lower the body		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bending – To bend forward and down from the waist or the middle of the back, rounding the shoulders and back for more than 3 seconds		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reaching – Extending arms out in any direction		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twisting/trunk rotation – Rotating the body to one side or the other without moving the feet		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fine manipulation/pinch grip – Fingers are on one side of the object and thumb on the other, typically without the object touching the palm		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Power/open hand grip – Using the whole hand to grasp an object, typically used to handle large or wide objects where the fingers are extended		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing/typing		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Climb ladders		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climb or descend stairs		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low level work – Performing manual handling actions at or near ground level		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manual Handling					
Lift/Carry/Hold – Raising or lowering an object from one level to another and holding/transporting the object using the hands, arms or on the shoulders		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing/Pulling – Applying force to move something away or closer to one's self, including static positions		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kilograms of force (kg.f) – Amount of force or effort required to perform a specific task or part of a task		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weight requirements – lift, carry, push, pull or hold					
1-5kg		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.1 – 10kg		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.1 – 15kg		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.1 – 20kg		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift floor to hip		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift waist to shoulder		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift overhead		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing/pulling		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Band descriptors (as defined in Council's Enterprise Agreement)

These descriptors help to classify the position:

The position is directly held responsible for:

- Working within the Communications and Media team as a dedicated business partner to the City Futures portfolio to communicate Infrastructure and Projects messaging. Taking a service-oriented approach and providing expert advice to colleagues and executives, the role will manage reputational risks proactively and capitalise on opportunities to celebrate Council’s investments in infrastructure.
- Enjoying a degree of independence, the role will exercise good judgment in escalating matters and seeking advice when required. The role will keep senior leaders informed through regular reporting to Project Control Groups and working groups, and ensure communications plans are on track and implemented in a timely way.
- Where responsible for resource management the freedom to act is governed by broad goals, policies, and budgets with periodic reviews to ensure conformity with those goals and a reporting mechanism to ensure adherence to budgets. This includes managing contracts and procurement activities, ensuring high standards of integrity and probity. Decisions and actions taken in this regard may have a substantial effect on the operational unit being managed or on the public perception of the wider organisation.
- While not having any direct reports, the role should nonetheless demonstrate leadership in conjunction with the Senior Coordinator Media & Communications in relation to the whole Communications and Media team. The role should exhibit model conduct in line with the organisation’s values and promote professionalism, innovation, and continuous improvement. The freedom to act is governed by the goals and policies of the organisation and by statute and subordinate legislation. Decisions and actions taken in this regard may have a substantial effect on the community or sections of it.
- Where responsible to develop policy options and strategic plans, the freedom to act is wide and limited only to the areas nominated by Employer or the corporate management. The advice and counsel provided by these positions is relied upon for guidance and part-justification for adopting particular policies the impact of which may be substantial upon the organisation and/or the Community.

Judgement and Decision-Making Skills

Judgement and decision making is within the following scope:

- This position generally involves both problem solving and policy development. Seek appropriate approvals for communications and media materials, using sound judgment about deadlines and alternative approvers if necessary.
- Methods, procedures, and processes are less well defined, and employees are expected to contribute to their development and adaptation. This includes the approval of internal communications and other low-risk documents and products, using judgment and acting within agreed protocols and processes.
- The work will typically require the identification and analysis of an unspecified range of options before a choice can be made. This includes the identification of reputational and other risks and escalate unusual matters, using sound judgment and knowledge of our organisation and the LG sector. This position will identify and develop policy options in their own functional area for consideration and choice by their Manager or by Employer.

Specialist Knowledge and Skills

The position requires the following essential skills and knowledge:

- Proficiency in the application of theoretical or scientific approaches in the search for solutions to new problems and opportunities which may be outside the original field of specialisation by the employee. This includes Media and Strategic Communications practice within a government or similar organisation.
- Efficient and practical research skills along with excellent written communication skills and the ability to write in plain English and for a variety of genres and audiences.
- An understanding is required of the long-term goals of the wider organisation and of its values and aspirations and of the legal and socio-economic and political context in which it operates This enables an incumbent to navigate a large organisation and work productively with others to source accurate, reliable, and timely information.

Management & Interpersonal skills

The essential position requirements include:

- Management skills are required to achieve objectives and goals, taking account of organisational and external constraints and opportunities, and may include contributing to the recruiting, inducting, training, mentoring, and supporting the performance of junior officers within the wider team, according to Council’s policies and procedures.
- The ability to persuade, convince or negotiate with clients, members of the public, other employees, tribunals, and persons in other organisations in the pursuit and achievement of specific and set objectives.

Verification & Approvals

I certify that the content of this Position Description accurately reflects the overall role and accountabilities of the position:

	Name	Signature	Date
--	------	-----------	------

Occupant			
-----------------	--	--	--

Appendix

Core Capability Framework – People Leaders

Relationship Management

Develops and maintains strong and enduring relationships with colleagues and/or external stakeholders which are built on mutual respect and commitment. Ensures that all people are treated with dignity and respect regardless of gender, ethnicity, religion or sexual orientation.

- Ensures a wide range of views and opinions are encouraged and valued
- Builds strong and trusting relationships with team members and across the directorate
- Seeks to achieve outcomes that are beneficial to all stakeholders
- Demonstrates high levels of integrity and teamwork in all relationships

Planning & Organising

Thinks from a wholistic perspective and sees the patterns in the complex relationships that exist between the different parts of the organisation. Uses these insights to ensure that the organisation's human, physical and financial resources are effectively used in the achievement of the organisation's, team's or the role's agreed priorities.

- Ensures that team members are able to see the connections between the work of the team and the broader organisational context
- Actively engages team members in the development of realistic plans to deliver work unit priorities
- Allocates work unit resources to achieve desired results
- Takes corrective action as required when concerns have been identified

People Development

Demonstrates a deep commitment to ongoing learning and development as fundamental to the organisation's sustained success and to the realisation of the potential of its people.

- Encourages people to undertake ongoing professional and personal development
- Uses reflection as a key tool for ongoing development and organisational improvement
- Uses transformational leadership practices to engage and grow the capabilities of team members
- Regularly gives and receives constructive feedback
- Communicates with staff in a positive and proactive manner

Future focused organisation

Is keenly aware of the social, political, economic and technological trends that impact the global and local environments and ensures these are factored into the work of individuals, teams or the organisation to deliver on the needs and expectations of the Council and the community it serves

- Monitors the broader environment to understand the impact of emerging trends on the work of the team
- Identifies changes to systems and processes that will lead to the effective implementation of organisational change initiatives
- Encourages others to recognise and value the inevitability of change in organisations
- Assists the team to adapt to a constantly changing environment by communicating change information honestly, empathetically and in a timely manner

Outcome orientation

Demonstrates a strong commitment to a high-performance culture by constantly striving for high quality customer service outcomes and accepting responsibility for outcomes within their control

- Creates opportunities for people to come together to creatively address issues facing the team and the clients they serve
- Sets short-term goals with the team for the team to achieve agreed objectives
- Tracks progress against job expectations and makes adjustments as required
- Sets challenging goals that will deliver superior results

Service focus

Ensures there is a focus on delivering work priorities to agreed quality and timeliness standards

- Demonstrates commitment to quality client/customer service
- Maintains regular customer communication to ensure mutual expectations are clear
- Responds appropriately to client/customer requests and/or complaints

Self-management

- Accepts personal responsibility for outcomes within her/his control

Demonstrates self-awareness through understanding own responses to a range of situations as well as understanding the impact their behaviour has on others

- Demonstrates the ability to regulate and adapt behaviour according to the circumstances and the audience
- Seeks out feedback with the purpose of reflecting on work performance with a view to self-improvement
- Models Greater Dandenong's ethical and organisational standards
- Acts decisively during times of ambiguity and pressure

Safety, health and wellbeing

Ensures that the safety, health and wellbeing of employees, contractors, service users and councillors is at the heart of the organisation's culture and the way work is organised and services delivered

- Aligns team/unit work plans with Council's vision and objectives for employee safety, health and wellbeing
- Allocates adequate resources to achieve safety, health and wellbeing initiatives and objectives
- Monitors departmental performance indicators for the continuous improvement of safety, health and wellbeing practices and culture

Council's REACH Values

Respectful

We respect and care about our community, each other and ourselves.

We act with integrity at all times and in all matters. We take time to listen to and seek to understand the other point of view.

We strive to understand and respect the diversity of our community and our workplace.

We understand our role in the community and respect the responsibility that comes with

Creative

We care about getting the best outcomes.

We constantly ask: What's the future and what's possible?

We have the courage to try new ideas.

We strive for excellence in everything we do.

Engaged

We listen to our community and respond.

We work together with our community and each other, to achieve the best outcome.

We have the confidence to challenge the status quo, to reach for better outcomes.

We are action-oriented in identifying and responding to new challenges.

Honest

We tell the truth, even when we know people may not want to hear it.

We form our opinions and give advice from sound, evidence-based research.

We act with humility and apply the highest standards of ethical behaviour to everything we do.

Accountable

We are proud of our city, our community and our achievements.

We spend our time and effort on solutions rather than looking for someone to blame.

We take responsibility for our actions.

