



City of
Norwood
Payneham
& St Peters

MANAGER, STRATEGIC COMMUNICATIONS & ADVOCACY

POSITION & PERSON DESCRIPTION

September 2024

POSITION DETAILS

DEPARTMENT:	Governance & Civic Affairs
UNIT:	Strategic Communications & Advocacy
SECTION:	Strategic Communications & Advocacy
ORGANISATIONAL RELATIONSHIP:	<p>This position reports directly to the General Manager, Governance & Civic Affairs</p> <p>The Position is also expected to work in collaboration with all Departments across the organisation.</p>
DIRECT REPORTS:	Nil.
AWARD:	<i>South Australian Municipal Salaried Officers Award and the City of Norwood Payneham & St Peters' Municipal Officers Enterprise Agreement</i>
CLASSIFICATION:	Senior Officer, Level 6
SPECIAL CONDITIONS:	Out of hours work and attendance at meetings and Council events will be required.

POSITION OVERVIEW

The Manager, Strategic Communications & Advocacy, is responsible and accountable for the provision of best practice communication, public relations and community engagement to the Council and the organisation, including the management of communications, publications, website and media functions. In addition, the Manager is responsible for the Council's advocacy agenda with State and Federal Government, including the development of partnership with non-government stakeholders.

Communications is a fundamental component of the Council's interface with citizens and the broader community. Ensuring that the Council communicates effectively with the Citizens of the City, is fundamental to building the fabric of the community, ensuring that the Council's messages about its performance, its decisions, as well as educating the community about what it is doing, is fundamental to the community's well-being.

Engagement with the community also plays a vital role in the Council's strategic and day-to-day operations. The role of the Manager, Strategic Communications & Advocacy, is to ensure that all of the Council's community consultation and engagement programs are coordinated appropriately designed and implemented and reported.

In respect to advocacy, the role of the Manager is to provide expert and technical advice to the Mayor, the Chief Executive Officer and the Council on how to best position the Council's efforts to achieve the Council's priorities in respect to infrastructure, major projects and other initiatives. Central to this role is the development of the Council's "*advocacy agenda*" and developing and maintaining strategic relationships and communication with State and Federal Government, Political Offices and key stakeholders to initiate and advance advocacy initiatives.

POSITION OBJECTIVES

- To establish and maintain a positive image of the Council within the community, local organisations, the media, State and Federal Governments, the Local Government sector and all organisations and individuals with whom the Council comes into contact with.
- To establish and implement high quality communication strategies and encourage community participation in the Local Government process.
- To effectively promote the projects, services and activities of the Council to appropriate groups and stakeholders within the community.
- To co-ordinate the Council community consultations and engagement activities, including the provision of advice to staff within the organisation, as well as coordinating and undertaking community consultation and engagement activities and preparing reports as required.
- To provide expert and technical advice on advocacy of the Council's identified priorities.
- To coordinate the development and implementation of the Council's advocacy framework.
- To develop and maintain strategic relationships and communicate with State and Federal Government, Political Offices and key stakeholders to initiate and advocate the Council's advocacy activities.

KEY RESPONSIBILITIES

1. COMMUNICATIONS

- Provide strategic and operational communications advice to staff and Units across the organisation, including the preparation and implementation of communication strategies for major projects, programs, services and events.
- Provide best practice communications support and advice to the Mayor, Elected Members, Chief Executive Officer and Executive Leadership Team.
- Provide advice in respect to communication issues affecting the Council and the Local Government sector.
- Management and accountability for the annual Communication's budget.

Performance Indicators

- Timely production of high-quality communications and publications, including promotional, copywriting, reports, articles, adverts, strategies, etc.
- Maintenance of a positive image and reputation of the Council.
- Provision of accurate, timely, clear and expert communications at all times.
- Provision of leading-edge communications across all information channels and platforms – print, signage, online, radio, etc.
- Up-to-date planning and budgeting for Communications Unit.

2. MEDIA MANAGEMENT

- In accordance with the Council's Media Policy, implement effective media engagement processes, including fostering proactive working relationships with media and the provision of timely and accurate responses to all media enquiries.
- Identify opportunities for proactive and positive media coverage, including the preparation, coordination and distribution of media releases and alerts in consultation with relevant staff, the Mayor and Chief Executive Officer.
- In conjunction with General Manager, Governance & Civic Affairs, coordinate preparation of media statements to effectively communicate issues and decisions of the Council to the media.
- Media monitoring and reporting, as required.

Performance Indicators

- Media Policy regularly reviewed and updated.
- Regular distribution of timely, topical media releases.
- Mayor, Chief Executive Officer and Executive Leadership Team informed and engaged with any issues relating to the media.

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3. PUBLICATIONS

- Manage preparation of the Council's newsletter, Look East, including research, coordination, copywriting and management of design and distribution process.
- Manage the preparation of the Council's Annual Report, including research, coordination, copywriting and management of design and distribution process.
- Manage production of the Council's electronic newsletters, including copywriting, design and management of distribution process.
- Coordinate production of all Council publications and promotional materials, including:
 - Press advertising (ad hoc)
 - Manage the Council's website so that it remains contemporary and is updated in a timely and professional manner.
 - Corporate brochures
 - Fliers and posters
 - Signage
 - Sponsorship proposals

Performance Indicators

- All corporate publications, materials, templates and stationery, adhere to the Council's Corporate Style Guide and brand standards.
- Ensure consistency of the use of the Council's Corporate Style Guide throughout the organisation.
- Effective, timely and consistent dissemination of Council information to the wider community, stakeholders and government partners.

COMMUNITY ENGAGEMENT & CONSULTATION

- Co-ordinate, provide advice and support staff in the development and implementation of community engagement and consultation strategies and campaigns.
- Lead the Council's community consultation and engagement and participation in the Council and Local Government decision making process.
- Develop and implement management policies, plans and strategies to support and enhance the Council's consultation and engagement functions, including the development of relevant policies, processes, templates and reports.

Performance Indicators

- Community is kept up-to-date on Council issues and services.
- Community is participating in decision making and consultation campaigns.

SELECTION CRITERIA

ESSENTIAL CRITERIA

- Tertiary qualifications in Communications, Journalism or a related field.
- Comprehensive knowledge of the media environment.
- Sound knowledge of community participation/consultation techniques.
- Demonstrated experience in communication theory and practice.
- Demonstrated experience in corporate communications, public relations, journalism, media liaison and time management.
- Excellent communication skills.
- Excellent report writing skills.
- Highly developed journalism and public relations skills.
- Highly developed computer literacy.
- Highly developed publication skills.
- Highly developed community consultation skills.
- Highly developed web content management capability.

DESIRABLE CRITERIA

- Sound knowledge of the operations and services of Local Government.
- Ability to communicate effectively both in large group situations and on a one-to-one basis.
- Ability to handle difficult, complex and confidential situations.
- Highly developed time management skills.

JOB REQUIREMENTS

- Be fit to undertake the inherent job requirements and the physical demands of the position and remain so during employment in accordance with reasonable work, health and safety expectations, and relevant policies and procedures.
- National Criminal Record (Police) Clearance with no adverse findings.
- Current Drivers Licence
- Completion of training & attainment of skills applicable to Award Classification.
- Attend training courses and relevant staff development courses and maintain competency levels.
- Complete duties as requested by a more senior officer than yourself.
- Complete duties within the timeframes allocated.
- Out of hours work and attendance at meetings and Council events will be required.

WORK HEALTH & SAFETY RESPONSIBILITIES

- In accordance with *Section 28 of the Work Health and Safety (WHS) Act 2012*, while at work you must:
 - take reasonable care of your own health and safety; and
 - take reasonable care that your acts or omissions do not adversely affect the health and safety of other persons; and
 - comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the Council; and
 - cooperate with any reasonable policy or procedure of the Council.
- As part of the Council's safety management system, all workers are required to:
 - report any hazards, near misses, incidents, accidents, injury or ill-health which arise in the course of, or as a result of, their work;
 - correctly use, and maintain, any clothing and equipment provided for the purposes of WHS;
 - maintain their workplace in a tidy and safe condition;
 - ensure that their safety, and that of others, is not affected by the consumption of alcohol or other drugs;
 - not interfere with, remove or displace any safety devices, guards or protective equipment unless it is part of an approved maintenance or repair procedure; and
 - actively participate in consultation and consideration of all WHS issues that are pertinent to their workplace.
- Work Health & Safety (WHS) Competencies and training requirements include:
 - Sun Smart UVR (induction)
 - Hazardous Chemicals Awareness (induction)
 - Drugs & Alcohol Awareness (induction)
 - Environmental Hazards General Awareness (induction)
 - Hazardous Manual Tasks Awareness (induction)
 - Fatigue Awareness (annual)
- In addition to your obligations listed above, as a Manager you are responsible for, and will be held accountable for, fostering a positive safety culture and developing a safe work environment by controlling, directing and monitoring work practices within your area of responsibility, and in particular:
 - ensuring that all workers (staff, contractors and visitors) who are required to enter an area under your control receive safety induction prior to commencing work;
 - providing advice, instruction and training all staff so that they can perform their role safely;
 - implementing, measuring, monitoring and reviewing WHS plan activities within your area of responsibility;
 - ensuring adherence to WHS policies and procedures through the provision of adequate supervision;
 - identifying, assessing and controlling hazards and WHS risks; and

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- coordinating, and participating in, local WHS consultation processes;
- communicating the contents of the approved WHS policy, procedures, plans and programs to workers;
- maintaining awareness of safety issues within your area of control;
- regularly viewing working procedures and practices within your area of responsibility;
- ensuring the issue, correct use and maintenance of personal protective equipment;
- assisting in the rehabilitation of employees who are, or have been absent from work due to injury or illness, by working in conjunction with the LGAWCS Rehabilitation Counsellor;
- responding promptly to hazards which may affect the health, safety or welfare of workers;
- responding immediately on receiving notification of a work related injury or illness, or the occurrence of a dangerous or hazardous situation;
- respond to changes in the workplace, where those changes may affect the health, safety or welfare of workers;
- ensuring safe access and egress to and from the workplace;
- recognising positive safety behaviour amongst your workers; and
- providing and collating data related to local WHS performance as required.
- promoting injury management awareness by setting a good example; and
- responding to changes injury management practices, policies and procedures that are to be followed in the workplace;

Performance Indicators

- Increased awareness of, and compliance with, WHS legislation.
- Safe working practices utilised which are WHS compliant.
- Competency levels maintained and kept up-dated as required.
- Timely reporting of hazards and risks to ensure prevention is attempted at all times.
- Immediate reporting of all accidents and incidences.

ORGANISATIONAL VALUES

At the City of Norwood Payneham & St Peters, all staff are committed to improving the quality of services which are provided to the community. In order to ensure that we achieve this, we have embraced the *Business Excellence Framework* as a mechanism for implementing continuous improvement and as part of this we have adopted a set of Organisational Values and Community Well-Being Model.

The Organisational Values (which are summarised below) form an integral part of the Position & Person Description.

The Organisational Values are a shared set of values to assist in guiding staff behaviour in terms of how we interact with each other and the Elected Members, as well as how we treat people in our community as part of our day-to-day operations and service delivery.



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AGREEMENT

This Position & Person Description accurately reflects and describes the responsibilities, accountabilities, duties and skills required and the expected outputs and outcomes for the position of Manager, Strategic Communications & Advocacy.

APPROVED BY:

READ & AGREED TO BY:

Mario Barone PSM
CHIEF EXECUTIVE OFFICER

Insert Name of Incumbent.
MANAGER, STRATEGIC COMMUNICATIONS & ADVOCACY

Date

Date

Position & Person Descriptions form an important part of an integrated planning process to ensure that individual performance, and the required outputs and outcomes of each position within the organisation, align with the strategic and corporate directions of the Council as set out in the *CityPlan 2030: Shaping Our Future*. The *Organisational Values* are an integral component of the organisational culture and all staff are expected to perform their duties within the framework of the *Organisational Values*.