

# Position information

## Position Title: Community Engagement Support Officer

## Classification: Band 5 Part time (0.6 FTE)

## Reports to: Community Engagement Coordinator

## Division: Community and Customer Experience

## Department: Communications, Engagement and Customer Experience

# Our strategic context

## Council Plan Vision Achievement

## We partner with our community to protect and care for the community of life in Bayside making an inclusive, active, healthy, connected and creative experience for all.

## How we work together

Our values and behaviours underpin all the work we do and are the foundation for the development of One Bayside.

We hold ourselves and each other accountable to our shared values and behaviours of ***Respect Each Other, Own It, Work Together*** and ***Find Better Ways***.

# Position Purpose

The **Community Engagement Support Officer** assists the delivery of communications, internal collaboration and community engagement strategies for the development of key strategic plans of the 2024 – 2029 Council. These plans are the Council Plan, Financial Plan, Asset Plan and Municipal Health and Wellbeing Plan.

The aim of the role is to be a central contact for the internal stakeholders, external suppliers and community members involved in developing these plans, and help deliver related communications and community engagement activities.

The Officer uses a range of communications channels to engage and inform the Bayside community and other audiences, including staff. They work within the Community Engagement team, with strong collaborative relationships across Council.

# Position – Key Functions, Accountabilities & Outcomes

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| **Key Functions** | **Accountabilities** | **Outcomes** |
| Contribute to the development of  communication plans to inform our community members/stakeholders about Council’s engagement programs for key strategic plans | * Develop, with assistance, a comprehensive communication plan to support community engagement programs related to key strategic plans. | * Consistent, high quality, effective and accessible communication that engages and informs audiences and strengthens trust in Council and public participation. |
| Implement the communication plan for deliberative engagement on key strategic plans | * Prepare communications material to support deliberative engagement for key strategic plans, in consultation with internal clients. * Write or edit content for digital and print channels and coordinate the production, publication, placement and/or distribution of print collateral (e.g. signage, letters, flyers, brochures) and digital content (e.g. news, e-newsletters, advertisements, webpages, social media and speaking notes) * Apply an exceptional level of detail to writing, design, production and distribution of communication collateral. * Follow and adhere to the Bayside Style Guide. * Manage all required content approvals. | * Professional and effective communication across the project lifecycle. * Community and stakeholders have access to accessible, consistent, objective, relevant and timely information. * Updates and outcomes on Council plans are shared with our community. * Project reach and evaluation targets achieved. |
| Build and develop excellent working relationships with the project working group, key internal stakeholders and external suppliers. | * Develop relationships with the project working group and key internal stakeholders to enable effective communication of Council and service area projects and priorities. * Develop relationships with external suppliers to enable effective delivery of Council’s communication and engagement collateral. * Build a trusted internal reputation to efficiently manage priorities and tasks. * Support the Community Deliberative Panel through meeting schedule and arrangements, and all other administrative tasks to support the Panel. | * Effective working relationships with internal stakeholders ensures information can be shared to build on the organisation’s reputation and mitigate project delivery risks related to communication. * Effective working relationships with suppliers ensures high-quality outputs, with budgets and deadlines met. |
| Support reporting requirements related to engagement activities. | * Track and measure the outcomes of communications and engagement activities and report findings. * Help prepare community engagement summary reports. | * Community engagement participants are informed of the ways in which the community engagement process will influence Council decision making. |
| Provide effective administrative support for internal working group and in-person and online engagement activities. | * Maintain the project plan timelines, related meeting and bookings to support the project working group. * Pro-actively manage invitations, attendance requirements, venue and online bookings, food and ancillary support, IT requirements and follow up. * Distribute (print and digital) all information collateral related to internal and external meetings. * Take minutes and manage agendas for the project. | * Project team and key stakeholders are supported to achieve key project outcomes and deliver meaningful community engagement. * Engagement activities provide great customer experience, and all participants are supported with access and materials to contribute. * Community engagement practices enhance Council’s reputation and support participation. |
| Triage or respond to customer or client enquiries or complaints. | * Action enquiries to the responsible department for response. * Support moderation of engagement activities. | * A customer focussed culture that is responsive to community needs. * Customer service delivered in line with related policies and guidance. |

# Position - Organisational Relationships

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| **Key Internal Contacts:** | Key service areas – all staff  Graphic Designer  Communications and Engagement and Customer Experience Team  Manager Communications, Engagement and Customer Experience  Governance Team  Project Working Group, including Executive Sponsor and Plan Project Sponsors and Project Manager |
| **Key External Contacts:** | Community panel members  Designers, printers, photographers, videographers  Consultants  General public  Special interest groups  Other local governments |

# Position - Delegations

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| **Financial Delegations:** | Nil |
| **People and Position Delegations:** | Nil |

# Position – Skills and Competencies

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| Accountability and Extent of Authority | * Maintain engagement and communications plans to approved budget and deadlines. * Liaise with internal stakeholders and external clients regarding issues and the development of engagement and communications materials/content. * Ensure compliance with all relevant Council Policy and Procedures * Officer decisions will be subject to review by the Corporate Planner/Manager Governance and/ or Community Engagement Coordinator. Project decisions will be made via the Project Working Group and Executive Project Board. * Maintain the highest level of confidentiality, discretion and tact in dealing with confidential or sensitive matters. |
| Judgement and Decision Making | * The position operates with supervision but requires a level of independence in time management and priority setting. * Support the production of communications materials that will maximise opportunities for relevant stakeholder reach and public participation. * Having regard to the sensitivities of local government and Council reputation. |
| Interpersonal Skills | * High attention to detail. * Excellent verbal and written communication skills to understand and convey information in a concise and clear manner. * Ability to proactively liaise with internal experts to discuss issues, gain co-operation and assistance, and support others. * Ability to build and develop positive relationships across the organisation and with members of the Bayside community and suppliers. |
| Qualifications and Experience | * Demonstrated experience in a variety of communications platforms including social media, print, digital etc * Qualifications or experience in communications, public administration, public relations or related area preferred. * Proficient with computer applications, particularly Microsoft Office. |
| Specialist Skills and Knowledge | * Strong writing and digital skills to research, create and proof effective and accessible content for print and digital channels. * Ability to manage and coordinate the production of communication and other print collateral. * Ability to support the development of communications and engagement plans. * Knowledge of local government sector. |
| Management Skills | * Well-developed organisational and time management skills * Ability to work effectively with a range of Council staff, suppliers and external stakeholders. |

# What we are all responsible for

## Values and Behaviours

* Embrace and live the shared values of Bayside City Council: ***Respect Each Other, Own It, Work Together, Find Better Ways.***
* Reflect these values in how we do business and how we treat each other, our customers and our community members.
* Work in a manner that reflects the agreed Team Behaviours.

## Code of Conduct

All employees are required to comply with the standards of behaviour that are outlined in the Code of Conduct. The Code of Conduct sets the expectations Council has of all employees, as well as the expectations that employees can have of Council. It helps us to understand our responsibilities in terms of:

* Adhering to Council policies and procedures, and the law.
* Dealing with Council Property.
* Corporate Obligations.
* Personal Conduct.

## Customer Service

We are committed to being a customer-focussed organisation that delivers excellent and effective customer service at all levels. By engaging with the community, delivering simplified processes, and exceeding expectations, we are committed to customer service that will be:

* Easy to deal with.
* Empathetic.
* Effective.
* Trusted.

## Diversity, Equity and Inclusion

We are focused on creating a psychologically safe culture where our people feel respected and free to speak up. A culture where:

* Inclusivity becomes a conscious standard practice.
* We have a safe workplace where people are respected, heard and valued.
* We have a thriving high-performance culture.
* We are able to achieve our strategic goals.

## Safeguarding Children and Young People

We are committed to building a culture that keeps children and young people we support and engage with safe from abuse through:

* Promoting the safety and wellbeing of children and young people to whom we provide services.
* Ensuring that our interactions with children and young people are consistent with the Safeguarding Children and Young People Policy and Safeguarding Children and Young People Code of Conduct.
* Speaking up and reporting any suspicions, concerns, allegations, or disclosures of alleged abuse, by staff and those with whom we interact.
* Following policies and procedures for safeguarding children and young people.
* Maintaining a valid Working with Children Check.

## Workplace Health, Safety and Wellbeing

* Read and comply with all OHS policies and procedures in relation to your OHS roles and responsibilities.
* Immediately report all hazards and incidents, following the appropriate processes and using the online hazards and incidents form.
* Work in a manner that will not endanger yourself or any other person.
* Assist new employees in the use of proper work practices and procedures.
* Use personal protective equipment clothing or equipment (PPE) provided as instructed by your supervisor and report any defective or damaged PPE.
* Not attempt any task unless you are capable and competent to carry out the task.

## Sustainability

* Demonstrate individual responsibility and commitment to sustainability by complying with Council’s internal policies and guidelines.
* Participate in staff initiatives and change campaigns to reduce impact on the environment, including energy and water efficiency, recycling and avoiding waste, zero carbon transport and sustainable procurement.