

Position Description

WORKING TOGETHER FOR A THRIVING COMMUNITY



POSITION TITLE:	Communication Officer – Mayor and Councillor Support
POSITION NUMBER:	2737
DIRECTORATE:	Corporate Services
DEPARTMENT:	Marketing Office
CLASSIFICATION:	Band 6
REPORTS TO:	Senior Communications Advisor
DIRECTLY MANAGES:	N/A
KEY STAKEHOLDERS:	The Coordinator and staff of Mayor & Councillor Support; Governance and Legal Services and staff of Communications & Marketing; the CEO, Executive and Senior Leadership Team Leaders; the Mayor and other Councillors; and potentially all other City staff.
DATE:	9/08/2024

POSITION SUMMARY:

Part of a team of three communications officers within the Corporate Communications department providing the primary communications support for the Mayor and Councillors for all external communication relating to their Council responsibilities.

The role includes a range of communications tasks and activities, typically involving the daily preparation of material such as: speeches; briefing notes (for council meetings and public engagement sessions); media releases; online and print-based copy; social media content; editorial columns for local newspapers; briefing notes for radio/TV interviews; event material and management of media opportunities. Skills/experience in photography and/or video production would also be valued.

The holder of this position serves as a conduit between the Mayor and Councillors and the media, providing strategic advice, facilitating interview requests and photo opportunities, and liaising with corporate communications staff to provide written responses to media inquiries.

The position aims to help the Mayor and Councillors:

- Communicate important information to the community, particularly relating to Council decisions and City of Greater Geelong projects and initiatives;
- Publicly advocate on behalf of the Greater Geelong community; and
- Build a visible presence and positive reputation in their roles.

ABOUT US:

The Corporate Communications team is part of the Marketing Office. The team is made up of internal and external communications as well as Mayor and Councillor communications.

Our customers are the Directorates, Mayor and Councillors.

Visit our website to read about the [City of Greater Geelong](#), [our values](#), and [our vision and strategy](#).

KEY POSITION RESPONSIBILITIES:

Specialist Work	<ul style="list-style-type: none">• Actively contribute to the production of communication and media products to support the City's longterm vision (A Clever and Creative Future), Council's 4-year Plan, and the City's Communication and Marketing Strategy.• Creation of speeches and speaking notes for the Mayor and Councillors.• Attend official events and activities involving the City's Mayor and Councillors and provide a high level of communications support, including some after hours work.• Respond to all media inquiries relating to the City's Mayor and Councillors.• Liaise with the Communications and Media Team on media enquiries.• Work with key internal and external stakeholders to implement coordinated communication and media strategies relating to the Mayor.• Undertake any necessary event management and approved media engagement roles relating to the Mayor.• Arrange photo opportunities and, where required, provide digital images for internal and external publications, relating to the Mayor's official activities.• Provide public relations advice to the Mayor and the Mayor & Councillor Support Unit where required.• Manage the official social media accounts including regular monitoring and posting both in business hours and after hours as required.• Adhere to all City policies and procedures relevant to this position.• Carry out other duties as deemed reasonable and appropriate to the role as directed.
People Work	<ul style="list-style-type: none">• Contribute to building effective relationships with other staff, customers and various subject matter experts across the City.• Contribute to a positive and inclusive team culture, by supporting change activities and actively collaborating with team members to achieve high levels of productivity.• Train and actively support others in the team by sharing knowledge to achieve common development goals.
Organising Resources & Planning	<ul style="list-style-type: none">• Work with the department leader to deliver the unit's business plan and strategy, to achieve value for our community and customers.• Execute, monitor, and report on work progress against plans and budgets to ensure timely delivery in line with the relevant regulations and policies.• Support routine problem-solving and continuous improvement activities by identifying and addressing gaps and inefficiencies to minimise financial waste.• Align own efforts with others' activities to support coordination of plans and projects, balancing needs of different stakeholders.

The above information is graphically depicted in the **Position Balance** graph below. It shows the approximate degree of time one may require dedicating towards people leadership, organising resources/planning and specialist work. The time horizon indicates the timeframes the important tasks in this job may take to create an impact on the organisation indicating the level of strategic thinking and impact

People Leadership 10 – 20%	Organising Resources & Planning 10 – 20%	Specialist Work 60 – 80%
Time Horizon 3 – 12 Months		

SELECTION CRITERIA:

We embrace diversity and encourage applicants to apply, even if they don't meet all the criteria. We value different experiences, unique skills and believe in providing opportunities for growth.

REQUIRED	DESIRABLE
Education and Experience	
<ul style="list-style-type: none"> • Relevant qualification in journalism, communications, media, or a related field. • Demonstrated success liaising with internal and external stakeholders to plan and manage communications on complex issues. • Demonstrated understanding of the political machinations of executive government at local, state or federal levels – and highly developed ‘nous’. • Demonstrated experience undertaking research to prepare accurate, clear and timely written materials. • High level writing skills, including experience in speechwriting. • Demonstrated success managing social media channels. • Experience managing multiple projects concurrently to meet non-negotiable deadlines. • Experience providing strategic communications and media advice at an executive level. 	<ul style="list-style-type: none"> • Skills and experience in digital communications (e.g. photography, video editing, and web content authoring and management). • Awareness of the major issues and opportunities for the City of Greater Geelong and the Geelong region. • Experience working in a government environment.
Skills and Knowledge	
<ul style="list-style-type: none"> • Demonstrated people skills to support, influence, and collaborate with relevant stakeholders. • Good problem solving and stakeholder management skills to work effectively with diverse stakeholders to achieve task outcomes. • Developed writing and speaking skills to align with stakeholders and achieve support for task outcomes. • Well-developed planning and time management ability. • Demonstrated ability to work independently or in a team environment as required by the task. 	
Licenses or Checks	
<ul style="list-style-type: none"> • Working with Children Check • Police Check 	<ul style="list-style-type: none"> • Valid Driver’s license

APPENDIX 1: ADDITIONAL GENERAL INFORMATION:

General Expectations

- Behave according to the City's values and expectations.
- Behave according to the City's Leadership capability framework which specifies the behaviours for being an effective team member.
- Adhere to the Council's policies and procedures and carry out duties as deemed reasonable and relevant to this position.
- Understand and adhere to relevant Delegations and Regulations applicable to this role.
- Participate in building ethical organisational culture, by preventing, detecting and reporting fraud and corruption.

Child Safety Responsibilities:

We are committed to being a child-safe organisation and have zero-tolerance for child abuse. We have specific policies, procedures, and mandatory training in place to support employees, volunteers, and contractors to achieve and adhere to these commitments. Please read our [Child Safe Standards Management Policy](#).

Diversity and Inclusion

At the City we want a workforce that reflects the community we live in. We welcome and embrace everyone, all people with their own unique experiences, and support and encourage all our employees to do their best work, have equal access to opportunities and a just working environment. For this reason, we particularly welcome and encourage applications from First Nations people, people with diverse cultural and linguistic backgrounds, from the LGBTQIA+ community, people with disability and people of all genders, ages and diverse experience.

Risk Management and Occupational Health, Safety & Wellbeing (HSW) Responsibilities:

- Promote and lead a positive occupational health, safety and wellbeing culture by demonstrating a positive commitment to HSW.
- Understand and comply with all City of Greater Geelong HSW policies, procedures, and legislative requirements relevant to the position.
- Take responsibility for own safety, perform work in a safe and appropriate manner, ensure understanding of any hazards and risks that may be present.
- Ensure behavior does not interfere with the HSW of others, including discrimination, bullying or harassment.
- Proactively report any incidents, injuries, hazards, or unsafe work practices.
- Complete all mandatory and recommended HSW training as scheduled.

The following general physical, functional, and psychosocial requirements may apply to this position. Specific physical requirements will be attached if applicable.

Physical and Functional Requirements	Psychosocial Requirements
<ul style="list-style-type: none">• Some manual handling tasks.• Prolonged periods of inactivity, e.g., sitting at the computer.• Regular keyboarding associated activities.	<ul style="list-style-type: none">• Dealing with politically sensitive information and managing demanding stakeholders in stress situations.• Demanding deadlines, requiring working longer hours or over weekends.• Undertaking decisions that can make lasting impact to the organization and community.

APPENDIX 2: ADDITIONAL GENERAL INFORMATION

Band 6:

As per the Enterprise Agreement (No.11) 2021, the following points may apply to a **BAND 6** role:

Accountability and Extent of Authority:

- May manage resources, provide advice or regulate clients, and contribute to policy development.
- Freedom to act depends on objectives, budgets, regulations, and supervision, with decisions affecting program quality or cost, subject to appeal or review by senior staff. Policy development roles involve investigative work with output quality crucial to policy process.

Judgement and Decision Making:

- Specialized work involving methods developed from theory or precedent.
- Involves improving techniques based on experience, problem-solving in new situations, with available guidance and advice.

Specialist Knowledge and Skills/ Qualifications and Experience:

- See relevant sections of the Selection Criteria above.
- Proficiency in theoretical or scientific discipline, understanding of underlying principles, unit goals, policies, and budgeting techniques for resource management positions.

Management and Interpersonal Skills:

- Skills needed in time management, setting priorities, planning work, and coordinating with others to achieve objectives efficiently within available resources and timelines.
- Understanding and implementation of personnel practices, cooperation with clients, public, and colleagues, and effective communication within and outside the organization.

For more information, please refer to the Schedule 12 of the City of Greater Geelong Enterprise Agreement (No.11) 2021

Band 7:

As per the Enterprise Agreement (No.11) 2021, the following points may apply to a **BAND 7** role:

Accountability and Extent of Authority:

- Employees manage resources, provide advice, or participate in policy development.
- Freedom to act varies: resource management follows policies and budgets, advice-giving is reviewed professionally, and policy formulation is investigative, analytical, or creative, guided by senior positions; employees contribute to policy development.

Judgement and Decision Making:

- Problem-solving positions with specialized work, using methods developed from theory or precedent.
- Policy formulation involves intellectual challenges, requiring identification and analysis of various options before making recommendations, with limited guidance.

Specialist Knowledge and Skills/ Qualifications and Experience:

- See relevant sections of the Selection Criteria above.
- Policy formulation requires analytical skills within an organization-wide framework, along with understanding of the organization's goals, values, legal and political context, budgeting principles, and relevant financial procedures. Entry into this Band typically requires education and several years of relevant experience.

Management and Interpersonal Skills:

- Skills needed in time management, prioritization, and efficient planning despite conflicting pressures.
- Understanding and implementation of personnel policies, recruitment procedures, and development schemes; ability to gain cooperation, motivate and develop employees; liaison with external counterparts and internal problem resolution.

For more information, please refer to the Schedule 12 of the City of Greater Geelong Enterprise Agreement (No.11) 2021