



POSITION DESCRIPTION

POSITION TITLE:		Project Manager (Website)			
POSITION NO:			CLASSIFICATION:	Band 7	
DIVISION:		Advocacy, Engagement and Communications			
BRANCH:		Digital Communications and Marketing			
REPORTS TO:		Unit Manager Digital Comms and Marketing			
POLICE CHECK REQUIRED:	Yes	WORKING WITH CHILDREN CHECK REQUIRED:	No	PRE-EMPLOYMENT MEDICAL REQUIRED:	No

This position is required to provide evidence of COVID-19 double dose vaccination. We will work with individuals to assess their ability to meet this requirement on a case by case basis.

Yarra City Council committed to being a child safe organisation and supports flexible and accessible working arrangements for all.

This includes people with a disability, Aboriginal and Torres Strait Islanders, culturally, religiously and linguistically diverse people, young people, older people, women, and people who identify as gay, lesbian, bisexual, transgender, intersex or queer.

We draw pride and strength from our diversity, remain open to new approaches and actively foster an inclusive workplace that celebrates the contribution made by all our people.

POSITION OBJECTIVE

Responsible for the provision of effective leadership and management of the website redevelopment project to be delivered on time and on budget. The position responsibilities include planning, project budget, scope definition, stakeholder engagement, risk and issues, project reporting, team/resource management, and project close-out.

ORGANISATIONAL CONTEXT

Yarra Council is committed to serving the community to the highest standards, protecting, enhancing and improving community wellbeing.

The Advocacy, Engagement and Communications Division is responsible for enhancing and protecting Council's public image (internally and externally) through a range of best practice communications, marketing and engagement strategies.

ORGANISATIONAL RELATIONSHIP

Position reports to:	Unit Manager Digital Comms and Marketing
Position supervises:	Nil
Internal Relationships:	Staff at all levels.
External Relationships:	The incumbent is required to negotiate and maintain a professional relationship with relevant internal and external stakeholders.

KEY RESPONSIBILITY AREAS AND DUTIES

- Develop and implement the website redevelopment project plan.
- Manage project scope, budget, goals and deliverables according to the project plan.
- Effectively communicate project expectations to team members and stakeholders in a timely and clear fashion.
- Liaise with project stakeholders on an ongoing basis.
- Set and continually manage project expectations with team members and other stakeholders.
- Plan and schedule project timelines and milestones using appropriate tools.
- Track project milestones and deliverables.
- Provide project status reports, analyse results, and troubleshoot problem areas.
- Define project success criteria and disseminate them to involved parties throughout project life cycle.
- Conduct project post mortems and create a recommendations report in order to identify successful and unsuccessful project elements.
- Develop best practices and tools for project execution and management.
- Proactively manage changes in project scope, identify potential crises, and devise contingency plans.
- Coach, mentor, motivate and supervise project team members and contractors, and influence them to take positive action and accountability for their assigned work.
- Identify and resolve issues and conflicts within the project team.
- Identify and manage project dependencies and critical path.
- Delegate tasks and responsibilities to appropriate personnel.
- Develop and deliver progress reports, proposals, requirements documentation, and presentations.
- Build, develop, and grow any business relationships vital to the success of the project.

ACCOUNTABILITY AND AUTHORITY

- Directly accountable to the Website and Digital Communications Advisor for the provision of the key project identified in the Position Objectives.
- Required to report on a regular basis to the Website Steering Committee and project working groups to ensure adherence to set plans and project deliverables.
- The incumbent has authority and freedom to act within established operational and budgetary guidelines and the provisions of relevant Acts, Regulations, Codes and City policies.

- The incumbent is required to keep the Website and Digital Communications Advisor informed on significant issues and escalate where required.

Safety and Risk

- Minimise risk to self and others and support safe work practices through adherence to legislative requirements and Council policies and procedures.
- Report any matters which may impact on the safety of Council employees, community members, or Council assets and equipment.
- Yarra City Council is committed to prioritising and promoting child safety. We adhere to the Victorian Child Safe Standards as legislated in the Child, Wellbeing and Safety Act 2005 and have robust policies and procedures in order to meet this commitment.

Sustainability

- Role model and assist all employees to embrace the following Sustaining Yarra principles in their day to day work:
 - Protecting the Future
 - Protecting the Environment
 - Economic Viability
 - Continuous Improvement
 - Social Equity
 - Cultural Vitality
 - Community Development
 - Integrated Approach

Yarra Values

- Behave according to the following values which underpin our efforts to build a service based culture based on positive relationships with colleagues and the community:
 - Accountability
 - Respect
 - Courage

JUDGEMENT AND DECISION MAKING

- Decisions made by the Project Manager (Website) have significant effect on the community, the Division and the City as a whole.
- The Project Manager (Website) operates in a broadly regulated environment, receiving little day-to-day management. Management tasks may be in the form of pre-determined objectives and guidelines or special tasks, projects or assignments.
- The objectives are broadly established through Council policy although guidelines, strategies or tactics may be ill-defined or incomplete, allowing for considerable flexibility in interpretation.
- The incumbent must be able to work autonomously, with minimum supervision. Guidance is not always available.

SPECIALIST SKILLS AND KNOWLEDGE

- Experience with the end-to-end process of website or digital project delivery.
- The ability to deliver on complex projects, including budget management, risk management, stakeholder engagement and resource management.
- Proficient in the application of project management methodologies, in search of solutions to new problems and opportunities.
- Understanding of organisational values and the legal and political context of council.

- Knowledge and familiarity of principle and practices of budgeting and accounting financial procedures.
- Challenges team members and the organisation to seek more efficient ways of continuous improvement' methodologies to achieve efficiencies.
- Focuses on activities and projects that will bring the best long-term return for the organisation.
- Ensures value for investment is achieved.

MANAGEMENT SKILLS

- Developed management skills to achieve objectives despite conflicting pressures.
- Clearly defines project expectations, monitors performance, provides timely and constructive feedback, facilitates employee development in the area of project management (including coaching and training opportunities) and manages conflict effectively in relation to project delivery.
- Empowers others by investing them with the authority and latitude to accomplish tasks
- Is adaptable and flexible.
- Encourages openness to change in others and creates a culture where new ideas are valued, fostered and shaped.
- A demonstrated ability to motivate teams to undertake good internal communications.
- Proven ability to provide leadership to colleagues with regard to digital content best practice.
- Excellent time and project management skills.
- Proven conceptual skills and a strong strategic focus.
- Ability to liaise with and work effectively across council with external groups.
- Skills in managing time, setting priorities, planning and organising one's own work despite conflicting pressures.
- Ability to produce results within tight timelines.

INTERPERSONAL SKILLS

- Ability to gain cooperation and assistance from contractors, agencies and employees in the administration projects across the organisation.
- Manages a broad spectrum of relationships and partnerships within a highly complex multi-stakeholder environment and building the capability of others to manage these relationships.
- Develop and implement long-term, complex and multi-phased strategies to build buy-in and support from key internal and external clients or stakeholders.
- Uses a variety of different influencing approaches tailored to different clients to achieve desired outcomes.
- Demonstrates excellent communication and interpersonal skills including a collegiate approach to working constructively to achieve outcomes.
- Demonstrated ability to gain cooperation and assistance from key areas, clients and other employees within the organisation in defined specialist activities.
- Ability to provide specialist advice and liaise with counterparts to discuss appropriate course of action, including making recommendations to management.
- Ability to solve problems through discussion,, teamwork and creativity.

QUALIFICATION AND EXPERIENCE

- Proven experience (minimum 5 years) in project management or related field or extensive experience in a similar position.
- Proven project management skills managing scope, time, cost, quality, communication, risk and stakeholder management.

- Extensive experience in CMS, web, UX and digital communications disciplines.
- Excellent communication along with strong negotiation and risk management skills.
- Experience working in a fast paced environment.
- Experience with the end-to-end process of website delivery.

KEY SELECTION CRITERIA

1. Successfully delivered a large website redevelopment project, on time and within scope and budget, ideally within a government or commercial/business environment.
2. Proven strong project management skills, including managing project scope, timelines, budget, risk, communication and stakeholder management.
3. Strong experience and demonstrated ability in creating responsive websites and managing website CMS systems (preferably Sitecore), including expertise in user experience, information architecture, measurement and analytics to drive engagement.
4. Demonstrated experience and understanding of innovative practices for managing digital projects including agile delivery and continuous improvement methodologies.
5. Demonstrated ability to engage with a broad range of stakeholders and internal staff, including the Management team, to foster strong collaborative relationships and achieve Branch and project goals.