



POSITION DESCRIPTION

POSITION TITLE:		Community Engagement Advisor			
POSITION NO:		103505	CLASSIFICATION:		Band 6
DIVISION:		Advocacy, Engagement and Communications			
BRANCH:		Strategic Communications and Engagement			
UNIT:					
REPORTS TO:		Strategic Engagement Coordinator			
POLICE CHECK REQUIRED:	Yes	WORKING WITH CHILDREN CHECK REQUIRED:	Yes	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 OBJECTIVES

- Build constructive working relationships, providing advice and support to managers, coordinators and staff on developing and implementing community engagement and communication strategies for priority projects and initiatives in a complex, politically and commercially sensitive environment
- Build and exemplify sound practice in community engagement and communications with internal and external partners, to support the achievement of Council's strategic directions and service delivery
- Identify risks related to external stakeholder relations and collaborate within Council to develop and implement strategies to reduce the risk

- Promote cross-collaboration across the organisation by facilitating an integrated approach to community engagement and communications activities and outputs.
- Proactively promote a positive image of the City of Yarra through all engagement activities including in person pop ups, content on the Your Say Yarra engagement platform, publications, website and all promotional activities.
- Play an active role in key cross-organisational projects and advisory groups.
- Apply sound political judgement, creativity and initiative in all areas of the role.
- Contribute to an open, creative, engaging and high achieving team environment that supports Council's organisational objectives and values,

ORGANISATIONAL CONTEXT

The Municipality is committed to efficiently and effectively servicing the community to the highest standards, protecting, enhancing and developing the City's physical and social environment and building the population and business base. A major imperative of the Organisation is the introduction of a best value framework with an emphasis on customer service and continuous improvement.

The Communications Unit is responsible for improving and protecting Council's public image through the development and implementation of effective and innovative communications strategies.

ORGANISATIONAL RELATIONSHIPS:

Position reports to:	Strategic Engagement Coordinator
Position Supervises:	Nil
Internal Relationships:	Staff at all levels including the CEO, Executive Team, Councillors and the Mayor, as well as internal business units.
External Relationships:	Journalists, external designers, printers and distributors, electronic media, residents, community and business groups, other councils and representatives from other levels of government

KEY RESPONSIBILITIES & DUTIES

- Provide specialist advice, research and support to the Strategic Communications and Engagement Branch in delivering the objectives of the organisational Engagement Framework
- Advise and support individual staff and project teams in the development, implementation and evaluation of engagement strategies for allocated projects This includes managing all aspects of planning, stakeholder analysis, selection of appropriate communications channels and engagement tools, producing written content for publications, website, media and social media and other channels as appropriate
- Create content and contribute ideas to continually enhance Council's Your Say Yarra consultation website.
- Identify risks related to external stakeholder relations and collaborate within Council to develop and implement strategies to reduce the risk
- Effectively manage stakeholder relations in delivering the objectives of Council's strategic directions and service delivery

- Demonstrate the One Yarra values and principles and contribute towards a positive and constructive team culture which focuses on innovation, cross organisational collaboration and high standards of customer service.
- Develop strategies which enhance Council's ability to engage and communicate with hard-to-reach audiences.
- Support the teams' objectives for continuous improvement and actively make suggestions on how to achieve this.
- Actively participate in internal organisational events and activities that encourage staff and community wellbeing and engagement.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- The Community Engagement Adviser is accountable to the Strategic Engagement Coordinator and Unit Manager Strategic Communications and Engagement:
 - the development, management and integration of communications to support the organisation in delivering service excellence.
 - planning and implementing communications, advocacy and engagement plans that protect and enhance council's reputation as a leading local government.
- The authority to act in the position is subject to clear objectives, goals, policies and budgetary constraints as determined by Council, the requirements of the Local Government Act 1989 and other relevant statutory regulations and professional standards.
- This position is responsible for providing accurate advice on communications and engagement
- The role plays a part in driving organisational change to ensure communications and engagement activities are proactive.
- Decisions taken by the incumbent will have an effect on the outcome of programs and on the public perception of Yarra City Council.
- The incumbent is required to report on a regular basis to the Strategic Engagement Coordinator and Unit Manager Strategic Communications and Engagement to ensure adherence to set plans.

Safety & 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

- Embrace the following Sustaining Yarra principles through 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:

- The Community Engagement Advisor is required to exercise professional judgement and adaptability in evaluating and deciding on appropriate methods, procedures and practices for achieving Unit objectives and in reviewing and recommending improvements
- Guidance and advice is usually available.
- Judgement, originality and creativity is required in making decisions which are often complex in nature and may relate to problems or issues which are new or previously not encountered.
- The position requires decision making based on an understanding and knowledge of Council's goals and objectives as they relate to the function.

SPECIALIST SKILLS AND KNOWLEDGE

- Exceptional writing skills and highly developed oral skills
- Sound political judgement
- A well -developed knowledge of local government and an understanding of long-term unit goals and policies of unit and wider organisation.
- A demonstrated high level of competency in using Microsoft word processing, desktop publishing and database packages. Office, Adobe, content management systems, records management systems and other useful programs for communications.

MANAGEMENT SKILLS

- Excellent time and project management skills and the ability to work with and to tight deadlines.
- Excellent stakeholder management and relationship building skills.

INTERPERSONAL SKILLS

- The ability to communicate with Councillors, staff and a diverse community at all levels.
- Highly developed research and analytical skills.
- Ability to gain cooperation and assistance from clients, other employees and members of the public in the administration of defined activities
- Ability to liaise with counterparts in other organisations to discuss specialist matters and within the organisation to resolve intra-organisational problems

QUALIFICATIONS AND EXPERIENCE

- A tertiary qualification in communications, public relations, journalism or related discipline and some relevant experience or lesser formal qualifications with substantial experience within Engagement
- IAP2 Certificate in Engagement (highly regarded but not essential).
- Experience working in a complex political environment, including in the local government sector or similar.

KEY SELECTION CRITERIA:

- Demonstrated experience in planning, implementing and evaluating community engagement and communications strategies within a complex project and political environment
- Demonstrated ability to build effective stakeholder relationships to foster collaboration and influence the delivery of outcomes
- Demonstrated ability to navigate potentially sensitive programs and balance competing priorities, often in a highly engaged stakeholder environment
- Excellent written and verbal communications skills, with experience in writing for a variety of audiences across a variety of mediums.
- Excellent project management skills, including a demonstrated ability to plan and deliver a range of community engagement projects and campaigns to a high standard and to agreed outcomes