



POSITION DESCRIPTION

POSITION TITLE:	Strategic Communications Coordinator				
POSITION NO:	100743	CLASSIFICATION:	Band 8		
DIVISION:	Governance, Communications & Customer Experience				
BRANCH:	Strategic Communications and Engagement				
UNIT:	Strategic Communications and Marketing				
REPORTS TO:	Manager Strategic Communications				
POLICE CHECK REQUIRED:	Yes	WORKING WITH CHILDREN CHECK REQUIRED:	Yes	PRE-EMPLOYMENT MEDICAL REQUIRED:	No

Yarra City Council is 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

- Develop and implement strategic communication and marketing plans and materials including production and delivery of print, online and multimedia materials that are of a high written and visual standard.
- Proactively promote a positive image of the City of Yarra through all corporate communications channels.
- Drive innovation and creative approaches to advancing Yarra's reputation and ability for Yarra's diverse community to connect with Yarra.
- Provide high quality, timely and accurate strategic communications and engagement advice to internal and external stakeholders, constructively engaging with them to achieve desired policy and program outcomes.
- Plan for and implement communication and marketing policies, strategies and regular evaluation of branch KPI's.
- Manage the production of Council's bi-monthly newsletter and Council EDMs to ensure they promote the projects and services Council is delivering to the local community and enhances Council's reputation as a sector leader.

- Oversee project management on complex internal and external communication projects.
- Oversee the Internal Communications Strategy, function and outputs, including key internal communication all staff events.
- Assist with the design and implementation of employee communications strategies to optimise the effective engagement of all staff with the City of Yarra vision and goals.
- Help ensure all internal communications are managed to ensure consistency, accuracy and relevance to the key messages.
- Provide strategic advice on issues and stakeholders management to ensure a high level of participation in policy, planning and decision-making by internal and external stakeholders, the wider community and those persons and communities considered “hard to reach”.
- Identify issues that have the potential to impact Council’s reputation and provide timely strategic advice to the Manager Strategic Communications on ways to address them.
- Proven experience in motivating and leading a cohesive, high performing team that is engaged, accountable and empowered to work together and produce high quality work.
- Develop and lead the planning, development and implementation of the branch strategic vision that aligns with the Council Plan and other organisational strategies.
- Provide excellence in customer service for all people who contact Council.
- Apply sound political judgement, creativity and initiative in all areas of the role.
- Attend after-hours council events and meeting such as the monthly council meeting.

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.

ORGANISATIONAL RELATIONSHIP

Position reports to:	Manager Strategic Communications and Engagement
Direct Reports:	Strategic Communications Partner Marketing and Digital Partner Website Advisor Graphic Designer and Brand Advisor
Internal Relationships:	Staff at all levels including CEO and Executive Team, Mayor and Councillors
External Relationships:	Communications and engagement consultants, interpreters, graphic designers, videographers, state and federal government staff, agencies.

KEY RESPONSIBILITY AREAS AND DUTIES

- Plan and coordinate high quality content production across Council's multiple digital channels, including website, social media, newsletters, fact sheets and speeches.
- Manage the delivery of key council publications, including, but not limited to the Annual Report and rates brochure.
- Manage end-to-end best practice strategic communication plans, including evaluation.
- Oversee the development, execution and optimisation of the overarching social media, content marketing and campaign strategies, including evaluation. Identify emerging reputational issues and mitigate risk with communication planning and messaging.
- Oversee the Internal Communications Strategy and Action Plan and all internal communication plans.
- Manage and implement website best practice CX experience- improving the customer journey.
- Lead brand awareness and oversee Council's marketing outputs, including management of Council's website.
- Drive best practice social media management including enforce the community social media guidelines, ensuring a safe environment for all users who engage Yarra's social channels.
- Drive innovative and creative approaches to advancing Yarra's reputation.
- Champion plain language, good user experience and responsiveness to stakeholder needs across all platforms and channels.
- Project manage the development, implementation and evaluation of significant cross-organisational strategic communication projects.
- Drive continuous improvement and best practice accessible communications across all projects.
- Oversee the delivery of high-quality speeches and talking points for Mayor and CEO
- Writing award applications and PR for sector and other publications.
- Play a lead role alongside the senior leadership team in the development of the branch service plan and determining of, and delivering upon, the branch goals and priorities.
- Attend Council meetings, council events (as required) and be available after-hours as required by the Manager Strategic Communications.
- Participate in all branch and team meetings as well as cross organisational groups recommended by the Manager Strategic Communications and support continuous improvement and innovation.
- Actively participate in internal organisational events and activities that encourage staff and community wellbeing and engagement.
- Demonstrate the leadership competencies as outlined in the Leadership Competency Framework keeping a large focus on service excellence, developing others, teamwork and problem solving.
- Attend after-hours consultations, council meetings and events.
- Demonstrate leadership in reducing Yarra's emissions and building a climate resilient future by embedding climate considerations into all of Council's activities.

At Yarra Every Job is a Climate Job

Acting on the climate emergency requires that we change the way we think, make decisions, and prioritise action. We must embed proactive climate responses in the ways we govern, live our lives, and conduct our work. Every choice we make today and into the future will have an impact; this is true for Council and the community.

Acknowledging the scale of this crisis, at Yarra we are committed to ensuring that every job is a climate job meaning that each staff member will play a key role in shaping our climate response.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- The incumbent is directly accountable to the Manager Strategic Communications.
- The freedom to act is governed by broad goals, policies and budgets with periodic reviews to ensure conformity with those goals and a reporting mechanism to ensure adherence to budgets. Decisions and actions taken may have a substantial effect on the operational unit being managed or on the public perception of the wider organisation.

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 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

- Involves both problem solving and policy development in regards to communication activities.
- The position needs to have an awareness of legislative and regulatory compliance issues, ensuring any emerging issues are reported to appropriate levels.
- The role needs to make sense out of complex problems or situations and provide clear recommendations for remedial action.
- Decisions made by the position have significant impact on the community and the organisation as a whole as it relates to the publication and distribution of communication and marketing messaging and materials.
- The incumbent operates in a broadly regulated environment, receiving little day-to-day management. Such management may be in the form of pre-determined objectives and guidelines or special tasks, projects or assignments.

SPECIALIST KNOWLEDGE AND SKILLS

- Highly developed oral and written communication skills.
- A demonstrated capacity to develop a strategic communications program within a public sector environment.
- Exposure to the complexities and nuances of public sector management, with the capacity to operate successfully in such an environment.
- **Creativity** – demonstrates a strong strategic and creative capacity that balances intellectual thinking and ideas with reality and pragmatism. Motivated to develop

innovative approaches and solutions to support the unique needs, style, structure and culture of the administration.

- **Business Partnership** – strong business partnership skills that result in communication outcomes that are aligned with those of the organisation.
- **Senior Management Influence** – the ability to work confidently with Senior Managers in a manner that is respectful and knowledgeable, together with the experience to effectively challenge and contribute to the strategic direction and success of the organisation.
- **Decision-Making** – demonstrated capacity to assess potential business risks and make decisions in a timely and effective manner consistent with organisational control frameworks.

MANAGEMENT SKILLS

- Proven ability to manage projects from conception through to implementation.
- High quality research and technical writing skills.
- Excellent time and project management skills.
- Proven conceptual skills and a strong strategic focus.
- Demonstrated and applied understanding of communications skills and competencies.
- Ability to liaise with all levels of management.
- Ability to produce results within tight timelines.

INTERPERSONAL SKILLS

- Demonstrated constructive style behaviours that are consistent with the One Yarra strategy. These include achievement focussed, humanistic and encouraging, affiliative and self-actualising behaviours.
- Well-developed negotiation skills.
- The ability to communicate with Councillors, staff and a diverse community at all levels.
- Demonstrated ability to provide high level consultancy and gain assistance from key areas within the organisation.
- The ability to develop relationships with community and external contacts to achieve development goals and performance improvement.
- Ability to provide specialist advice and recommend course of action to management.
- Proven experience in motivating, developing leading a cohesive, high performing team that is engaged, accountable and empowered to work together and produce high quality work within agreed constraints.
- Tact, diplomacy and political astuteness.
- Self-organised and self-directed.

QUALIFICATIONS AND EXPERIENCE

- Degree in communications, journalism or marketing.
- Substantial years' experience in corporate communications and major / complex campaign development.
- Proven digital communications experience across multiple channels driving innovation and evaluation practices.
- Team management experience in a political environment.

- Exceptional interpersonal and customer service and relationship building skills.
- Highly developed planning, campaign, and brand management skills.
- Extensive experience and knowledge of marketing and communications strategies and ability to recommend changes and improvements.

KEY SELECTION CRITERIA

- Demonstrated experience in planning and delivering end-to-end high-profile strategic communication projects, including evaluation.
- Demonstrated excellent time and project management skills and proven ability to work under pressure and to tight deadlines in an issues rich environment.
- Depth of expertise in strategic communications and established political acumen to provide high-level advice to senior leaders, Councillors and the CEO.
- Demonstrated track record fostering a collaborative team environment and empowering team members.
- Superior written and verbal communication skills applicable to various media genres including print, digital and broadcast, as well as the ability to present well to groups.