



POSITION DESCRIPTION

POSITION TITLE:		Strategic Communications Advisor (temp)			
POSITION NO:		XXXXXX	CLASSIFICATION:		Band 6
DIVISION:		Advocacy, Engagement and Communications			
BRANCH:		Communications and Engagement			
UNIT:					
REPORTS TO:		Communications and Engagement Lead			
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 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

- Provide leadership, sound advice and solutions to the Communications and Engagement Lead, Unit Managers, Group Manager and other staff on strategic communications projects and content creation.
- Proactive and strategically manage strategic communication campaigns such as Yarra's waste and recycling changes.
- Produce high quality written communications, including news articles, media releases, website copy, video scripts, factsheets and other written communication materials.

- Provide media and issues management support and advice to the Media Advisor.
- Develop and deliver dynamic, creative and effective communications campaigns, activities, content and solutions that are engaging and best practice.
- Drive and implement innovative and creative approaches to advance Yarra's reputation and ability for Yarra's diverse community to connect with programs and activities, through cross-platform marketing and communications campaigns and content.
- Support key cross-organisational projects and groups requiring external communications and promotion, including strong stakeholder relationships with other business units.
- Provide leadership and guidance about content best practice to members of the Advocacy, Engagement and Communications Division.
- Manage and foster strong stakeholder relationships with key business units.
- Works collaboratively and flexibly with other Communications and Engagement team members and builds strong relationships with other business units.

ORGANISATIONAL CONTEXT

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

The Communications and Engagement Branch is responsible for enhancing and protecting Council's public image (internally and externally) through a range of measures and strategies.

ORGANISATIONAL RELATIONSHIP

Position reports to:	Communications and Engagement Lead
Internal Relationships:	Staff at all levels including Group Manager Advocacy and Engagement, colleagues and clients throughout Council
External Relationships:	External designers, printers and distributors, our diverse community, and representatives from other levels of government.

KEY RESPONSIBILITY AREAS AND DUTIES

- Plan, develop and project manage communication projects, working closely with relevant business units. This includes managing all aspects of planning, stakeholder analysis, selection of appropriate communications channels, producing written content for publications, website, media and social media and other channels as appropriate, and evaluation.
- Foster compelling storytelling to create dynamic, engaging, accessible and authentic content across different channels
- Maintain accessibility standards, ensuring content caters for all audience segments and abilities.

General communications:

- Provide project management services and advice on key communication projects including external and internal communications.
- Collaborate with the broader Communications team to provide advice, support and add value to their projects.
- Undertake website administration including developing, updating and editing content.
- Assist with communication tasks and administrative duties when needed.
- Identify ways to positively promote the work of Council and its investment in the local community.

Team culture and relationship building

- Continue to meet the high level of Customer Service standards that the Strategic Communications and Engagement team strive to achieve with both internal and external stakeholders
- Proactively build relationships with internal stakeholders and identify opportunities on how to better collaborate
- Actively participate in Council events that encourage staff and community wellbeing and engagement.
- Participate in all branch and team meetings as well as cross organisational groups recommended by the Communications and Engagement Lead.
- Actively participate in Council events and cross-organisational groups that encourage staff and community wellbeing and engagement.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

The Strategic Communications Advisor is directly responsible to the Communications and Engagement Lead for the provision of efficient and effective strategic communication projects.

The freedom to act is set by clear objectives and/or budgets with a regular reporting mechanism. Effect of actions taken is limited to quality or cost of programs/projects. Provides specialist advice, freedom of which is subject to regulations and policies, and regular supervision. This position has a formal input into policy development within their area of expertise.

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

- 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

For the Communications and Campaigns Advisor will involve improving and/or developing methods and techniques generally based on previous experience.

The position requires problem solving and may involve the application of these techniques to new situations. Guidance and advice are usually available.

SPECIALIST KNOWLEDGE AND SKILLS

- Excellent attention to detail, be creative and able to influence internal stakeholders.
- The proven ability to work on multiple projects and initiatives simultaneously in a fast-paced dynamic environment
- Experience in writing compelling copy particularly in relation to technical policies.
- Highly developed oral, written and digital communication skills.
- A demonstrated high level of competency in using Microsoft word processing, desktop publishing, database and video software packages.
- Experience and demonstrated ability in managing integrated communication campaigns.

MANAGEMENT SKILLS

- Proven ability to conceptualise, design, implement and evaluate innovative and creative projects.
- 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 work independently and in a team.
- 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.

INTERPERSONAL SKILLS

- Ability to gain cooperation and assistance from clients other employees and members of the public in the administration of defined duties.
- Well-developed oral communication skills.
- Ability to liaise with counterparts in other organisations to discuss specialist matters.
- Ability to solve problems through discussion teamwork and creativity.

QUALIFICATIONS AND EXPERIENCE

A tertiary qualification in communications, media or marketing or a related discipline or and demonstrated experience in a similar role.

KEY SELECTION CRITERIA

- An experienced strategic communications specialist who knows how to create, implement and measure integrated communication campaigns.
- Exceptional writing skills and an ability to interpret and present complex information in a compelling and interesting way.
- Excellent project management skills, including a demonstrated ability to plan and deliver a range of communications projects to a high standard.
- Ability to collaborate and build strong relationships with stakeholders at all levels, including the Executive team to achieve organisational goals and objectives.