

Position title: Communications Advisor – Waste	
Classification: Band level 6	Effective Date: October 2026 – June 2027
Reports to: Senior Media and Communications Advisor	Tenure: Temporary 1 x 0.4 FTE

About Us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and provide an excellent customer experience. We are a resilient organisation where everyone belongs.



CREATe - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

Collaboration	Respect	Excellence	Accountability	Trust
We work flexibly together to achieve outcomes and solve problems.	We actively listen, value diversity and care.	We adapt, respond, learn and grow.	We take responsibility and follow through on our promises.	We act with integrity and are empowered to make decisions.

City of Whitehorse is a culturally and linguistically diverse community. We are proud of the diversity of our workforce and recognise the strength this provides in meeting the needs of our community. We are committed to upholding a safe, inclusive and respectful workplace that values the contribution of all.

Whitehorse City Council is committed to being a child safe organisation. We recognise our responsibilities to keep children and young people safe from harm and have established policies, procedures and training to achieve these commitments.

Goal Statement

The position will support Council to effectively communicate with the Whitehorse community by providing strategic advice and delivering communications for the kerbside transition from opt-in to mandatory Food and Garden Organics (FOGO) service by 1 July 2027, including planning, developing and implementing a phased campaign and producing end -to-end content across a range of print and digital channels in collaboration with the Waste Reduction and Recycling Team.

Key Responsibilities

Position Specific Responsibilities

- Support and deliver key elements of Council's Kerbside Transition Communication and Education Plan.
- Design and deliver behaviour change communications to support correct use of FOGO services, reduce contamination and improve participation across different property types.
- Design and deliver kerbside transition communications across all channels (including website, video, social media, mailouts, print, and outdoor advertising) tailored for different audiences.
- Develop strategic communication advice to reach diverse audiences including tailoring communications to reach CALD community and targeted approaches for complex properties, including multi-unit developments, shared bin systems, schools and community facilities
- Develop creative content and written communications for digital and print channels, including mailout letters, designed images, print collateral and short videos.
- Plan and deliver communications across all phases of the kerbside transition, including pre-rollout education, rollout support and post-implementation reinforcement
- Work closely with Waste Reduction and Recycling team to ensure communications are informed by real-time service issues, risks and community feedback
- Monitor community feedback, enquiries and emerging issues, and adjust communications and messaging to respond to service impacts and risks
- Monitor and evaluate the effectiveness of communication activities and campaigns, using data and insights to inform continuous improvement
- Provide strategic communications advice to staff and project team to identify and pursue communications objectives, ensuring alignment with corporate and strategic goals.
- Schedule content on social media, create and publish website updates, create content for print and digital publications and create marketing materials.
- Contribute to collaborative, positive working relationships with internal clients and colleagues, ensuring shared understandings of communications goals and trust in the Communications, Advocacy and Investment Department.



- Other tasks as reasonably required to support the requirements and priorities of the City Services Department and Communications, Advocacy and Investment Department.

Corporate Responsibilities

- Adhere to all Corporate Policies, Procedures and the Organisational Goals and Values in the current Whitehorse City Council Collective Agreement.
- Understand and adhere to the Risk Management Policy (as it relates to the employees work area) and related procedures that are designed to minimise injury and/or loss to individuals, assets and equipment.
- Report any matters that may impact on the safety of Council employees or citizens, assets and equipment.
- Support, enable and encourage strategies and actions identified in Council's Gender Equality Action Plan (GEAP) to improve workplace gender equality.
- Champion a safe environment for children and young people in accordance with Council's commitment to Child Safety.

Accountability and Extent of Authority

Budget: Nil

Staff responsibility: Nil

Judgement and Decision Making

- The position is accountable for developing and managing the delivery of high-quality strategic communications plan
- The position will make decisions on communication strategies that are in line with the organisation's overarching goals
- Guidance and advice is usually available within time to make a choice

Specialist Knowledge and Skills

Licences and Experience:

- High level of organisational and coordination skills and attention to detail
- Ability to translate complex information into clear public-facing messaging
- Demonstrated experience managing a variety of internal stakeholders with competing priorities
- Demonstrated experience in planning, executing and evaluating strategic marketing, communications, media and internal communications
- Efficient writing to a high standard, with an emphasis on accessibility and contemporary plain English skills for diverse audiences
- Demonstrated experience in writing for website and other digital channels
- Demonstrated experience in the application of continuous improvement and innovation to the workplace



Technology:

- Demonstrated experience with publishing across digital channels, including high level of comfort with social media moderation using Meta for business and navigating website CMS

Qualifications and Experience

Qualifications/ Certificates:

- Tertiary qualification and/or significant professional experience in journalism, communications, marketing or related field.
- Experience or understanding of the waste industry, environmental/sustainability sectors and or local government (Desirable).
- Experience working in Canva and Meta highly regarded.

Interpersonal Skills

- The ability to build and maintain effective relationships with a range of internal and external stakeholders.
- Demonstrated experience and skills in liaison and problem solving with staff at all levels and external stakeholders and suppliers.
- Strong customer service ethic and focus on service delivery.
- A commitment to making a positive contribution to team morale and productivity.

Key Relationships:

- Internal: Directors, Department Managers, Infrastructure, City Development, Mayor and Councillors, Corporate Services, People and Culture, Transformation
- External: Creative services, media services, video and photography services, printing

Management Skills

- Demonstrate leadership through proactive decision-making.
- Ability to gain cooperation and assistance from clients, the public and other employees
- Must be able to liaise with counterparts in other parts of the business to discuss specialist matters with employees
- Manage own workload, priorities and time.

Application Requirements

- Satisfactory National (and International as applicable) Criminal History Check.
- Working with Children Check.
- A valid Victorian driver's licence.



Key Selection Criteria

- Relevant tertiary qualification and/or considerable professional experience in communications roles
- Demonstrated experience in planning, developing and implementing a range of communication campaigns and delivering content that actively informs and engages local communities
- Experience or understanding of the waste and recycling sector highly regarded
- Demonstrated experience developing creative content such as short videos for social media
- Demonstrated ability to enhance collaborative working relationships with internal clients, and build internal capacity and understanding of effective communications practice
- Demonstrated commitment to continuous improvement and innovation

Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Kneeling/Squatting Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.		Rarely	
Hand/Arm Movement Tasks involve use of hand/arms	Computer use	Frequently	
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.		Rarely	
Standing Tasks involve standing in an upright position		Rarely	
Reaching Tasks involve reaching above head, and above and equal to shoulder height		Rarely	
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects	Walking to meetings	Sometimes	



Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another		Rarely	
Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body		Rarely	
Keyboard Duties Tasks involve sitting at workstation and using computer	Writing and editing	Frequently	
Satisfactory Vision Standard of vision required equal to that required for driver's licence	Standard of vision required equal to that required for driver's licence	Frequently	

Any other relevant comments: