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| Job title: Coordinator Experience and Communications | |
| Classification: Band 8 | Effective Date: 3 February 2025 |
| Reports to: Manager Communications, Advocacy and Investment | Tenure: Permanent full time |

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

This position aims to inform, connect and advocate for the Whitehorse community and the Whitehorse workforce. It does this by facilitating a positive customer experience across Council's channels and touchpoints and builds a highly informed and engaged workforce through strategic internal communications. Leading a small team, this role will develop internal communication strategies and channels to connect a highly diverse workforce. It will also aim to improve customer experience across Council channels, with a particular focus on Council's external websites and intranet. This position aims to inform, connect and advocate for the Whitehorse community and the Whitehorse workforce.

Scope of work includes: Leads Council's customer experience on its web channels. Builds Council's workforce connection and culture through strategic internal communications. Fosters highly productive collaborative relationships with Corporate Services and Transformation to inspire great communications and customer outcomes.

Key Responsibilities

Position Specific Responsibilities

- Lead a team in developing highly strategic and considered internal communications which is designed to connect the workforce and align goals.
- Develop and implement Council's internal communications strategy.
- Develop customer-channels including Council's websites and intranet to maintain a high level of user experience, informed by data and customer insights.
- Manage large scale customer experience improvement projects.
- Builds collaborative partnerships across Council, in particular Transformation and Corporate Services.
- Supports Transformation objectives through strategic communications principles and practices.
- Oversees quality of customer information and implements processes to guarantee consistency and accuracy across council's websites and intranet.
- Develop and maintain a strategic approach to stakeholder engagement
- Lead communications capability building activities across the organisation.
- Evaluate communications campaigns and drive a culture of data-led decision making.

Corporate Responsibilities

- Ensure team members follow all Corporate Policies, Procedures and the Organisational Goals and Values Principles in the current Whitehorse City Council Collective Agreement; and model exemplary compliance.
- Ensure the organisation is aware of and compliant with relevant statutes and legislation.
- Identify and develop changes to policy and procedure in areas of responsibility.

- Ensure that risk management principles are adopted in all decision-making processes within the team.
- Undertake identification, reporting and resolution of risk management activities (including that staff are appropriately trained) and ensure that all relevant operating procedures provide for a safe working environment.
- Apply sound financialDevnd sound supervision of staff, (including ensuring appropriate training, development and motivation) to ensure that team KRA's are met and contribute to the strategic objectives of the team.
- Promote great organisational culture, team cohesion and morale. Ensure appropriate care and use of 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: The position is responsible for strategic allocation of the Department's operating budget.

Staff responsibility: This position is responsible for the management of the Experience and Communications team.

Judgement and Decision Making

- The position has a high degree of autonomy and is expected to exercise sound judgment in when to progress matters, when to escalate and where sensitivities or reputational risk lies.
- The position is expected to follow established approval chains for communications and media, especially communications on behalf of the CEO or Executive.
- The position is expected to lead projects and follow timelines, allowing for publication cycles and executive and Council meeting cycles and approvals.
- The position is accountable for ensuring the team maintains efficiency, productivity and excellence, while driving improvements and change in line with Council's transformation agenda.

Specialist Knowledge and Skills

Certificates/Licences and Experience:

- Formal, degree-level qualification in Communications, Marketing, Media, Journalism, Public Relations or Digital Media or equivalent experience; and at least five years professional experience in one of these fields.
- Knowledge of local government operations and applicable legal and regulatory requirements an advantage.

Qualifications and Experience

Qualifications/ Certificates /Licences:

- Formal, degree-level qualification in Communications, Marketing, Media, Journalism, Public Relations or Digital Media or equivalent experience; and at least five years professional experience in one of these fields

Technology

Contemporary Microsoft applications including Outlook and MS Teams are essential.

Adobe Creative Suite is not essential but would be highly regarded.

HPCM, Asana, Drupal CMS, social media scheduling tools will all be highly regarded.

Interpersonal Skills

- Outstanding communication and interpersonal skills to formulate effective working relationships with and to inspire the confidence across all levels of organisation.
- Highly developed problem-solving skills with the ability to effectively manage complex and sensitive situations applying sound judgement and discretion
- Highly developed engagement, negotiation and influencing skills.
- High self-awareness and capacity to build trust and gain the confidence of others.
- A personal style that models integrity, equity, fairness and transparency.
- Proven ability to manage a dynamic workload with competing priorities and operate independently effectively under pressure.
- Excellent presentation skills to enable the clear communication of information to a range of audiences.

Key Relationships:

The position will liaise with the CEO and members of the Executive, sometimes under time pressure and with a high standard of professionalism.

The position has major accountability for internal relationships between the Experience and Communications functions and internal customers, striving for positive, collaborative and respectful partnerships. This may include trouble shooting escalated matters or proposing and modelling new ways of working together.

Internal: CEO, Directors, Department Managers, in particular Corporate Services and Transformation and Organisational Technology.

External: Creative services and print suppliers

Management Skills

- Actively contribute to and enable corporate and business planning process and annual budget process.
- An understanding of Council's goals and of its values and aspirations, and the legal and socio-political context it operates in
- A sound knowledge of relevant accounting and financial procedures
- Plans, seeks, allocates and monitors resources to achieve outcomes on time and on budget.
- Manage team performance and foster an environment that encourages new ideas and provides support for the development of emerging skills, ensuring that objectives and goals are met, taking account of organisational and external constraints and opportunities.
- Ability to lead, motivate and develop employees
- Ensure implementation and compliance of organisational policy, legislative and regulatory requirements.
- Think strategically, particularly in relation to organisational level strategies, programs and approaches.

Application Requirements

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

Notes and Comments:

The incumbent may be required to work from different locations within the municipality
The incumbent may be required to attend out of hours work meetings.

Key Selection Criteria

- Extensive experience developing internal communications strategies and implementing internal communications plans.
- Extensive experience in developing internal communications relating to People & Culture and organisational transformation.
- Exceptional verbal and interpersonal communication skills, adapting to context and demonstrating warm professionalism.
- Highly experienced at directly an effective team of generalist communications professionals and promoting cohesion and positive morale.
- Extensive experience developing communications strategies to convey complex information to a diverse range of audiences.
- Ability to influence and collaborate with diverse stakeholders.
- Excellent written communication skills and ability to write for different audiences, and taking an issues-management lens approach.

- Formal, degree-level qualification in Communications, Marketing, Media, Journalism, Public Relations or Digital Media or equivalent experience; and at least five years professional experience in one of these fields.

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: