

# WHITEHORSE CITY COUNCIL

## Position description

<b>Job title:</b> Manager Strategic Marketing and Communications	
<b>Classification:</b>	<b>Effective Date:</b> September 2023
<b>Reports to:</b> Director Corporate Services	<b>Tenure:</b> Temporary until 30 June 2024.

### 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

We work flexibly together to achieve outcomes and solve problems.

#### Respect

We actively listen, value diversity and care.

#### Excellence

We adapt, respond, learn and grow.

#### Accountability

We take responsibility and follow through on our promises.

#### Trust

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 Manager Strategic Marketing and Communications will lead the Strategic Marketing and Communications team in the development and implementation of marketing and communications for Whitehorse City Council across a variety of channels, including media, website, social media and print. The Manager Strategic Marketing and Communications will have a change management focus with key deliverables for the duration of this temporary position.

Priorities this temporary position will undertake include:

- Manage the delivery and implementation of successful marketing and communications services to the organisation.
- Work closely with the Transformation department with an internal service review process of the Strategic Marketing and Communications department.
- Support a formal change proposal for the Strategic Marketing and Communications department.
- Generating the Strategic Marketing and Communications Business plan – FY 24/25.
- Deliver the Strategic Marketing and Communication Budget Plan – FY 24/25.
- Deliver action items from the 2023 Whitehorse Employee Survey Results as identified by the Strategic Marketing and Communications department.
- Provide visionary leadership to the Strategic Marketing and Communications department, setting clear objectives and fostering a culture of collaboration, innovation, and continuous improvement.
- Lead the team through culture change, including planning, delivering and facilitating team culture workshops.

## Key Responsibilities

### *Position Specific Responsibilities*

- Develop constructive relationships with senior internal stakeholders and Councillors whilst demonstrating a confident understanding of the business and a measured and flexible approach to resolving issues.
- Effective leadership by fostering a collaborative and high performing culture in the Strategic Marketing and Communications department aligned with Council's values.

- Foster productive working relationships with internal service areas, including the Customer Service Department, Councillors and Executive.
- Mentor and guide team members, encouraging their professional growth through regular feedback, coaching, and skill development opportunities.
- Active communication management mitigating negative impacts, lifting public profile and highlighting Council's actions.
- Engage with key internal and external stakeholders and lead collaborative partnerships across the organisation and Local, State and Federal Government organisations to support Council's agenda and priorities and advocacy programs.
- Oversee the production and distribution of digital, print media and marketing content including the provision of regular progress reports to the Executive Management Team and senior stakeholders.
- Provide executive management in overseeing budgets, finances, procurement and expenditure of the department.
- Attend Council meetings which take place on Mondays after hours and manage all key media messaging from any outcomes agreed.

#### *Corporate Responsibilities*

A member of the Corporate Services Management team, the Manager Strategic Marketing and Communications will:

- Ensure adherence to all Corporate Policies, Procedures and the Organisational Goals and Values Principles in the current Whitehorse City Council Collective Agreement by all staff under supervision.
- 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 financial management techniques to team budget processes.
- Provide equitable and 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.
- Ensure appropriate care and use of assets and equipment.

## Accountability and Extent of Authority

**Budget:** The position is directly responsible for a recurrent operational budget for the Strategic Marketing and Communications team.

### Staff responsibility:

The position is responsible for the management of a diverse team of professional officers within the Strategic Marketing and Communications team.

This position has 5 direct reports from the Strategic Communications and Marketing Leadership Team.

This position will positively influence and engage with employees and stakeholders to overall to improve organisational principles and embed a culture of robust change and continuous improvement.

## Judgement and Decision Making

- Under the general guidance of the Director, this position has authority and freedom to act within established operational and budgetary guidelines and the provision of relevant Acts, regulations, codes and City policies.
- The position is responsible with the development of policy recommendations for consideration by Council and EMT and reports given to Senior Council staff.
- The position will make decisions using established best practice project management techniques within the industry.

## Specialist Knowledge and Skills

Certificates/Licences and Experience:

- Extensive experience within a marketing and/or communications function.
- People Centric leadership skills with experience successfully leading teams through cultural and organisational change.
- Experience providing high level advice to senior management and / or elected officials.
- Establishing an extensive media network with a strong understanding of media operations.
- Multiple marketing disciplines, including creative design, digital and social marketing.
- This position will be required to attend out of hours meetings
- The position may be required to work from different locations within the municipality.
- A valid Victorian driver's licence.

- Satisfactory National Criminal History Check.
- Working with Children Check.

## Qualifications and Experience

- Tertiary Qualifications in Communications, Public Relations or relevant discipline

### Technology:

- Extensive knowledge and experience in the application of software programs which can be used to improve work practices.
- High level skills in MS Office Suite.
- Understanding of the economic, political, social issues relating to governance, corporate administration and civic relations in a Local Government environment.

## Interpersonal Skills

- Demonstrated exceptional skills to lead motivate and develop employees through change and in the pursuit of organisational goals.
- Excellent written and verbal communication skills with the ability to produce high quality reports and discussion papers, make formal presentations and to represent Council in professional, organisational & community forums.
- Excellent negotiation, influence and persuasion skills with the ability to use discretion and judgment in a complex business and political environment, the ability to manage the conflicting requirements of different stakeholders to produce positive outcomes, and provide astute, confidential and diplomatic specialist advice.

### Key Relationships:

- This position reports to the Director Corporate Services and, as part of the senior management team, is expected to contribute to the overall successful performance of the Directorate.
- This position will liaise closely with EMT and Councillors to provide high level strategic and operational advice,
- This role will develop relationships with all employees to influence the adoption of best practice and collaboration across the organisation.

- Where appropriate this role may also liaise with advisory committees, other municipalities industry bodies, government departments, members of the community and other stakeholders to deliver set organisational goals.

## Management Skills

- Demonstrated ability to lead, develop and motivate employees with a people centric and adaptive approach.
- A team player with outstanding stakeholder management skills, astute commercial experience.
- A strong lateral, conceptual, analytical and strategic thinker with excellent problem solving and decision making abilities.
- Demonstrated political astuteness including the ability gauge the various and differing opinions of the Councillor group and work collaboratively to achieve the organisational objectives.

## Key Selection Criteria

- Tertiary Qualifications in Communications, Public Relations or relevant discipline.
- A passion for fostering a collaborative team environment and empowering team members.
- Experience in leading teams through organisational and cultural change and building thriving team cultures and relationships.
- Extensive experience leading successful communication/marketing functions.
- Proficient in navigating complex, changing environments and fostering innovation.
- Ability to manage own time, set priorities, and achieve targets in the completion of a diverse range of activities and complete projects and budgets on time.
- 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.
- Commitment to innovate and implement change to meet the strategic objectives as they relate to the transformation principles.

## Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
<b>Kneeling/Squatting</b> Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.		Sometimes	
<b>Hand/Arm Movement</b> Tasks involve use of hand/arms	Keyboard, writing, carrying office supplies	Often	
<b>Bending/Twisting</b> Tasks involve forward or backward bending or twisting at the waist.		Never/rarely	
<b>Standing</b> Tasks involve standing in an upright position	May work at sit/stand desk, make presentations	Sometimes/often	
<b>Reaching</b> Tasks involve reaching above head, and above and equal to shoulder height		Never/rarely	
<b>Walking</b> Tasks involve walking on slopes and walking whilst pushing/pulling objects		Sometimes/often	
<b>Lifting/Carrying</b> Tasks involve raising, lowering and moving objects from one level position to another	Office equipment. Not heavy	Sometimes	

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
<b>Pushing/Pulling</b> Tasks involve pushing/pulling away, from and towards the body		Never/rarely	
<b>Keyboard Duties</b> Tasks involve sitting at workstation and using computer.	A large portion of the work will involve using a computer sitting at a work station.	Often	
<b>Satisfactory Vision</b> Standard of vision required equal to that required for driver's licence		Often	

**Any other relevant comments:**