

Job title: Manager Strategic Marketing and Communications	
Classification: Senior Officer	Effective Date: February 2024
Reports to: Director Corporate Services	Tenure: Maximum Term – 4 years

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 to deliver on Council's strategic direction and transformation agenda.

Key Responsibilities

Position Specific Responsibilities

- Develop constructive relationships with senior internal and external stakeholders and Councillors whilst demonstrating a trusted 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 function and team aligned with Council's values. Provide strategic advice and direction in the development and delivery of successful marketing and communications services across the organisation in support of community outcomes.
- Foster productive working relationships with internal service areas, including the Customer Service Department, Councillors and Executive Leadership Team (EMT).
- Mentor and guide team members, encouraging their professional growth through regular feedback, coaching, and skill development opportunities.
- Provide visionary leadership to the Strategic Marketing and Communications function and team, setting clear objectives and fostering a culture of collaboration, innovation, and continuous improvement.
- Active communication management mitigating negative impacts, lifting public profile and highlighting Council's actions.
- Monitor and promptly respond to incoming media enquiries and requests for comments on breaking news or emerging issues, crafting well-prepared and timely responses to address potential reputational challenges effectively.
- 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 ELT 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.

- Development and delivery of the Strategic Marketing and Communications department annual Business Plans
- Development and delivery of the Strategic Marketing and Communication department annual Budget Plans
- Lead the team through culture change, including planning, delivering and facilitating team culture initiatives.
- Work closely with the Transformation directorate supporting an internal service review processes and outcomes of the Strategic Marketing and Communications function
- Drive delivery of action items from the 2023 Whitehorse Employee Survey results actively engaging the Strategic Marketing and Communications team in their development

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.
- 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 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 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 ELT 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 leading a marketing and/or communications function.
- Established people centric leadership skills with proven experience successfully leading teams through organisational, service and cultural change.
- Demonstrated experience providing high-level advice to senior management and / or elected officials.
- Proven track record establishing extensive media network with a strong applied understanding of media operations.
- Demonstrated breadth of experience across 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 and community forums.
- Excellent conflict resolution, 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 ELT 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.
- Extensive experience leading successful communication and marketing functions.
- Depth of expertise in strategic communications and marketing and established political acumen to provide high-level advice.
- Demonstrated track record fostering a collaborative team environment and empowering team members.
- Proven experience in leading teams through organisational, service and cultural change and building thriving team cultures and relationships.
- Proficient in navigating complex, changing environments and fostering innovation. Ability to manage own time, work under pressure, set priorities, and achieve targets in the completion of a diverse range of activities.
- Excellent responsiveness skills and experience managing media enquiries and responses within short time frames.
- 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.

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.		Sometimes	
Hand/Arm Movement Tasks involve use of hand/arms	Keyboard, writing, carrying office supplies	Often	
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.		Never/rarely	
Standing Tasks involve standing in an upright position	May work at sit/stand desk, make presentations	Sometimes/often	
Reaching Tasks involve reaching above head, and above and equal to shoulder height		Never/rarely	
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects		Sometimes/often	
Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another	Office equipment. Not heavy	Sometimes	
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body		Never/rarely	

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	<i>Comments</i>
Keyboard Duties 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	
Satisfactory Vision Standard of vision required equal to that required for driver's licence		Often	

Any other relevant comments: