

Job title: Strategic Communications Adviser	
Classification: Band 6	Effective Date: September 2023
Reports to: Coordinator Strategic Communications	Tenure: Full-time permanent ongoing

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 to provide an excellent customer experience. We are a resilient organisation where everyone belongs.



**Excellent Customer
Experience and
Service Delivery**



**Great
Organisational
Culture**



**Innovation
and Continuous
Improvement**



**Good Governance
and Integrity**



**Long Term
Financial
Sustainability**

We value:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. It is expected that all 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.

Goal Statement

The position will help Council effectively communicate with the Whitehorse community by providing strategic advice, support for campaign planning, and execution of a variety of written communications products. The role will help promote Council's services, promote behaviour change campaigns and community engagement opportunities, and create a sense of Whitehorse identity and belonging. It may also support internal communications. This position reports to the Coordinator Strategic Communications.

All roles within the Strategic Communications and Marketing Department have a responsibility to contribute to continuous improvement and innovation, to reflect the rapid changes in technology affecting our profession. All roles are expected to consider how to mature our use of data and analytics, and consider how to improve our reach to people of diverse ages, language and cultural backgrounds and access to technology.

Key Responsibilities

Position Specific Responsibilities

- To provide strategic communications advice to internal clients to help them identify and pursue their communications objectives, ensuring alignment with corporate and strategic goals.
- Develop engaging communications plans that are well targeted for an appropriate audience and via appropriate channels, and take account of the communications needs of residents with different language backgrounds, abilities and access to technology.
- Contribute to collaborative, positive working relationships with internal clients and colleagues, ensuring shared understandings of communications goals and trust in the Strategic Communications and Marketing team.
- Engage in both internal and external working groups, serving as a representative for the Strategic Communications and Marketing team.
- Other tasks as reasonably required to support the requirements and priorities of the Strategic Communications and Marketing team.

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

Writing is usually subject to one or more levels of approval. Coordination and cooperation are important across the Strategic Marketing and Communications department

Judgement and Decision Making

- The position is accountable for developing and managing the delivery of high-quality strategic communications plans.
- 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

Any of the following would be highly regarded:

- Experience in public, not for profit, higher education or similar sectors
- Chinese, Vietnamese, Greek or Italian language skills (reading and writing)
- Adobe Creative Cloud, other graphic design or visual communications skills
- Experience in digital-first news publications
- Web, social media, EDMs or other digital content creation experience

Key Relationships

Liaise with staff at all levels within the organisation. Maintain collegial and collaborative relationships. Coordination and collaboration are important across the Strategic Communications and Marketing department, wider organisation and industry.

Qualifications and Experience

Qualifications/Certificates/Licences and Experience

- Tertiary qualification and/or significant professional experience in journalism, communications, marketing or related field.
- Demonstrated ability to work flexibly and cooperatively as part of a team in a demanding work environment, including working from home
- High level of organisational and coordination skills and attention to detail
- Demonstrated experience in planning, executing and evaluating strategic marketing, communications, media and/or engagement campaigns
- Efficient writing to a high standard, with an emphasis on contemporary plain English skills
- Demonstrated experience in writing for web and other digital channels
- Demonstrated experience in the application of continuous improvement and innovation to the workplace.

Management Skills

- Demonstrate leadership through proactive decision-making and collaborative influence.
- Manage own workload, priorities and time.

Interpersonal skills

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

Notes and comments

- Shortlisted candidates will be interviewed and will be asked to complete a task as part of the assessment process
- Shortlisted candidates may be required to attend a pre-employment medical examination
- Council has a Flexible Work policy encompassing a wide range of flexible options
- A clear National Police check and Working with Children Check is essential and a driver's licence is desirable

Key Selection Criteria

1. Relevant tertiary qualification and/or considerable professional experience
2. Demonstrated experience in planning, developing and implementing a range of communication campaigns and delivering content that actively informs and engages local communities
3. Excellent organisation and coordination skills
4. Demonstrated ability to enhance collaborative working relationships with internal clients, and build internal capacity and understanding of effective communications practice
5. 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	<i>Comments</i>
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: