# **Position Description**

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| **Position Title** | Communications Coordinator |
| **Directorate** | Corporate and Customer Services |
| **Level** | 8 |
| **Reports to** | Manager Corporate Services |
| **Responsible for** | Community Engagement Officer  Communications Officers  Communications Support Officer |
| **Primary Location** | Margaret River Civic Administration Centre. |
| **Delegation** |  |

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| **Position Overview** |

The primary requirements of the position are to:

* Coordinate, monitor and review the Shire’s strategic community engagement approach and provide expert advice on operational delivery optimisation
* Coordinate and provide expert advice to the Shire on strategies to deliver all communication services in a consistent, professional and customer focussed manner.

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| **Position Responsibilities** |

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| Key functions | Specific duties | % Time |
| **Communications** | * Drive a strategic approach to communications that aligns with the Shire’s objectives and reflects the needs of our community * Manage positive relationships with media and other stakeholders (internal and external) to improve the effectiveness of communication and collaboration * Evaluate and report on communications programs to ensure ongoing improvement and a positive impact on our community * Coordinate media activities including proactive and responsive media, media issues and crisis/emergency media. * Manage key communications, marketing and branding strategies, operational plans, reports, policies and procedures. * Internal Communications – implement the Shire’s internal communications strategy and associated plans, capacity building through the induction and training of Shire staff in the use of adopted internal communications channels. * Procure and manage contracts for communications contractors including graphic design, print, digital assets and associated goods and services * Manage the Communications budget to ensure services are delivered within the business unit’s spend allocation * Digital Asset Maintenance: provide advice and guidance on the Shire’s digital assets including the corporate website, other Shire websites and social media platforms. Ensure content is aligned with the Shire’s strategic objectives and customer needs. * Ensure the Shire’s Style Guides are followed consistently across all channels. | **30%** |
| **Customer Services – organisation-wide** | * Coordinate a customer-centric approach and culture across the organisation by engaging with other business units and listening to external customer feedback to develop and manage innovations that improve the customer service experience. * Manage and support the ‘decentralisation’ of social media/web editing to business units * Perform other reasonable duties as requested, within the scope of this position and in accordance with skills, knowledge and experience. | **15%** |
| **Community Consultation and Stakeholder Engagement** | * Coordinate the Shire’s community engagement approach in working towards achieving the Shire’s strategic and operational objectives * Develop and review strategic documents, operational plans, reports, policies and procedures including the Shire’s Engagement Guide and associated toolkit * Provide leadership, support and guidance to the Community Engagement Officer and Communications teams in the delivery of community engagement activities | **20%** |
| **Coordination of service areas** | * Develop, coordinate and review operational plans for Communication services and Engagement services * Manage budgets and financial plans for reporting service areas and assigned projects, including preparation of tenders. * Manage operational service areas and strategic risks. * Manage human resources   + Undertake recruitment, inductions and mentoring of staff;   + Undertake personnel performance planning, evaluation, and disciplinary action;   + Undertake personnel training needs analysis;   + Manage personnel issues and disputes; and   + Manage worker health and safety, workers compensation and injury management processes * Coordinate team to fulfil its quality service and/or work standards. * Ensure compliance with relevant local government legislation | **35%** |

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| **Position Requirements** |

**Essential**

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| * Extensive experience in coordinating customer, communications, and engagement services through a customer-centric approach. * Tertiary qualification in marketing, communications, or other relevant discipline. * Demonstrated knowledge in developing operational plans including services, financial, assets and workforce. * Demonstrated experience delivering improvement initiatives and managing projects through from concept through to implementation and delivery. * Well-developed written and verbal communication skills, ensuring the team remain informed of organisational activities and are able to effectively communicate such information internally and externally. * Demonstrated ability to research, analyse and investigate customer experience issues and provide clear and concise communications, reports, and policies. * Demonstrated ability to lead, mentor, motivate and manage the performance of an operational team to create high-performing, customer-focussed, positive work culture. * Demonstrated ability to improve the customer experience through the development of appropriate change management programs that seeks to embed a customer-centric culture throughout the organisation. * Demonstrated supervisory skills and ability to mentor staff in contemporary human resources management practices. * Demonstrated experience in preparing and managing a budget and proven ability to undertake financial analysis and planning. |
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**Desirable**

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| * Local government experience including understanding of functions and services. * Proven facilitation skills in support change management. * Working knowledge in developing and implementing branding framework, communications strategies, and marketing plans. * Developed understanding of strategic issues affecting customer, communications and engagement services and appropriate strategies to manage such issues. * Demonstrated facilitation and engagement skills. * Working knowledge of service, communication and engagement operating systems. * Working knowledge of the district and local community issues pertaining to the Shire of Augusta-Margaret River. |

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| **Key Relationships** | |
| **Internal** | **External** |
| * Executive Team * Directors * Managers * Staff * Elected Council Members | * Contractors * Community Members and Groups * Consultants and other professionals * Associations of Local Government * Local Governments * Other Local Government Officers |

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| **The Way We Do Things** |

Respect Integrity Community Excellence

A logo of handshake in a blue circle

Description automatically generated A white line art of a badge with a star

Description automatically generated A logo of people in a circle

Description automatically generated A blue circle with two people in the middle

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| **Acknowledgement** | | |
| Reporting Officer Name | Signature | Date |
| Employee Name | Signature | Date |