

## Position description

<b>Title:</b>	<b>Executive Manager Marketing, Communications and Engagement</b>	<b>Position Number</b>	<b>1001</b>
<b>Classification:</b>	Executive Manager		
<b>Hub:</b>	Office of the Lord Mayor and CEO	<b>Program Area:</b>	Marketing, Communications and Engagement
<b>Reports to:</b>	Chief Executive Officer (CEO)		
<b>Direct Reports:</b>	Manager Marketing Comms and Engagement, Public Relations and External Affairs Advisor		

## Our vision and mission

Darwin 2030 – City for People. City of Colour.

We will work with the community and partners, provide leadership and deliver services that create opportunities to enhance the economic, cultural and environmental sustainability of Darwin.

## Our strategic directions

- A capital city with best practice and sustainable infrastructure
- A safe, livable and healthy city
- A cool, clean and green city
- A smart and prosperous city
- A vibrant and creative city

## Organisation operating model

City of Darwin's organisational operating model is an agile high -performance operating model based on supporting collaboration, improving speed of delivery of strategic outcomes, and growing innovation. The model consists of four operating hubs, the Office of the Lord Mayor and CEO, Community, Corporate and Innovation, and incorporates:

- an agile organisational structure,
- high-performance culture,
- enterprise leadership,
- psychological safe working environment, and
- high collaboration and communication.



## Position objective

To optimise the community's understanding of City of Darwin's role and achievements as a high performing capital city that is valued by its community. The main objective of the Executive Manager Marketing Communications and Engagement (EMMCE) role is to be the primary advisor to the Chief Executive Officer (CEO) and broader business in leading and managing the Marketing, Communications, Public Relations, Advocacy and Engagement functions.

Working collectively and collaboratively with external and internal stakeholders, the EMMCE will have the primary authority and accountability for shaping, developing and managing the organisation's brand, public relations, advocacy and engagement whilst influencing our culture regarding internal and external stakeholder communications.

The Executive Manager will be a transformational, inspiring leader committed to driving innovation and progress through working with their people and the broader community to achieve desired outcomes in alignment with our 2030 Strategic Plan.

## Key result areas

### Corporate identity

- Promote and embody City of Darwin's Vision and Mission.
- Promote and embody City of Darwin's staff values, CARES (**C**ustomer Service, **A**ccountability, **R**espect, **E**xcellence and **S**olidarity).
- Act in accordance with and abide by the City of Darwin's Code of Conduct.



### Service delivery

#### Leadership / Management

- Develop strategies, processes, and plans that maximise effective advocacy on behalf of CoD and the broader community.
- Foster an environment and organisational culture which encourages and enables change, innovation, and improvement to deliver CoD Strategic directions, community expectations and staff performance and satisfaction.
- Research, formulate and present advice to the Chief Executive Officer, Senior Leadership Team and broader organisation on current and emerging marketing, media, engagement, and corporate advocacy issues.
- As a member of the Senior Leadership Team (SLT), actively participate in SLT meetings and associated requirements of this executive level function.
- Provide timely financial monitoring, analysis, and recommendations in alignment with strategy, programs, and related program budgets.
- Monitor internal and external environments to identify potential risks and opportunities.



### **Customers / Stakeholders**

- Oversee and enhance frameworks, policies and procedures that deliver authentic and effective community engagement.
- Develop and oversee community engagement campaigns tailored to support project delivery.
- Contribute as a key leader and / or presenter for advocacy actions and specific projects under the Office of the Lord Mayor and CEO.
- Develop, implement and manage comprehensive community engagement programs and planning.
- Provide guidance, advice and expertise to City of Darwin Teams and Senior Leadership on aspects and best practice approaches for community and stakeholder engagement.
- Prepare for and attend meetings of Council, Committees and other meetings as required by the General Manager/CEO.
- Ensure prompt and effective implementation of the Council decisions and ensure that all reports are well researched and structured and are provided in a timely and accurate manner.

### **Compliance**

- Ensure that all Council publications, policies and procedures comply with legislative requirements and statutory timeframes.
- Ensure effective media policies, procedures, systems and training are established and operating effectively.
- Provide guidance, editing and review/release oversight of documents for public release and distribution.
- Review and maintain system for compliance in relation to Privacy and Freedom of Information for marketing and internal communications.

### **Operations**

#### Marketing and Brand

- Develop and implement effective marketing strategies and campaigns that enhance the profile, reputation and understanding of City of Darwin, our role and achievements throughout our Community.
- Ensure that City of Darwin intellectual property is appropriately registered, secure, and adequately protected.
- Oversee and manage the Corporate Website and intranet.
- Review and establish clear brand guidelines and implement for consistency across the organisation.

#### Engagement

- Develop, oversee and implement effective community engagement strategies and campaigns, that enhance community participation and feedback.
- Over Engagement strategies and plans to ensure that activities are conducted in accordance with the International Association of Public Participation model (IAP2).



## Communications

### External Communications

- Identify, formulate and deliver high quality, accurate media strategies which reflect a positive image of CoD and promote CoD's activities and programs.
- Oversee and develop effective media relationships to facilitate fair, accurate and positive media coverage of CoD's activities.
- Provide media policy, media relations and facilitate media training and advice.
- Develop all necessary systems to support media activities, including daily media monitoring; develop and maintain databases; media audits; analyse issues, trends and content; and prepare reports, including statistical analyses for the Chief Executive Officer.
- Research and assist in the writing of speeches, draft specific correspondence and other material, e.g. corporate presentations for the Lord Mayor and Chief Executive Officer as required.
- Oversee the design, production, proofing and distribution of specified Council print and electronic publications, including but not limited to, CoD's Community Newsletter, corporate brochures, etc. Liaise with photographers, graphic designers, printers and distributors as necessary.

### Internal Communications

- Establish and deliver a flexible and effective internal communications framework with a focus on internal customer service delivery and conducive to building a high performing organisation.
- Review and assess internal communications methods and channels on a regular basis to ensure communication is clear, concise, and consistent allowing for two-way messaging.
- Develop and implement internal communications practices, systems, and guidance.

### Social Media

- Plan and deliver social media marketing strategies that support traffic and engagement.
- Manage and enhance City of Darwin social media platforms and channels by ensuring the team:
  - Generate effective social media 'influencer / informer campaigns, that reflect City of Darwin strategic directions.
  - Monitoring brand and product-related conversations to measure sentiment, watch for PR emergencies, identify important/relevant discussions, answer questions and ensure response are timely and relevant.
  - Track and monitor presence for City of Darwin including Facebook, YouTube, Instagram, Twitter, Snapchat, Reddit and others.
- Optimise Council's' Web presence and effectiveness through the creation, evolution, design, production and maintenance of both the internet and intranet sites.

## Team support (people and capability)

- Demonstrate the principles of Enterprise Leadership through authentic, people-centred leadership behaviours with Hub team members and across whole of organisation.
- Foster a high performance environment which encourages and enables change, innovation and improvement to deliver on community expectations and the achievement of key organisational goals and objectives.



- Maintain a performance-based culture ensuring probation reviews and performance reviews are completed as due and poor performance is managed in accordance with the stipulated guidelines for all direct reports.
- Lead by example and maintain program compliance with all Human Resources policies, procedures and practices to ensure appropriate, fair and equitable people management is maintained at all times.
- Lead, coordinate and manage HR activities for your team to ensure an effective and standardised approach to recruitment, onboarding, payroll, training and performance management.
- Effectively manage employee relations issues within your section and seek advice from the Human Resources team as needed.
- Ensure that the accountabilities of staff are clearly defined, appropriately communicated and that systems are in place to monitor and report on performance within all areas of responsibility against agreed plans, objectives and budgetary requirements.

## Workplace health and safety

- Ensure your personal health and safety and that of others in the workplace, and report all accidents, incidents and hazards immediately via WHS systems.
- Comply with all CoD Workplace Health and Safety (WHS) policies, procedures, guidance and other-directed requirements.
- Comply with any reasonable directions (such as safe work procedures, wearing personal protective equipment) given by management for health and safety purposes.
- Report all accidents, incidents, near misses and hazards immediately.

## Position prerequisites

- Bachelor of Commerce, Marketing, Public Relations, or equivalent qualifications in a related field.
- A minimum of eight (8) years' demonstrated experience in a senior management leadership role with broad marketing and communications experience, including media, public relations, social media, brand management, communications (internal and external), advocacy and corporate affairs, community and stakeholder engagement, customer relationship and management systems.
- National Criminal History Check.
- Current Class C Drivers Licence.

APPROVED BY:  \_\_\_\_\_

Date: 9/9/24

Chief Executive Officer



## Employee Acknowledgement

I, \_\_\_\_\_ have read and understood the requirements of the role; responsibilities and accountabilities as outlined within this Position Description. I understand that I am also responsible for complying with Council's policies & procedures as they relate to my position.

Signed: \_\_\_\_\_ Date \_\_\_\_\_

