Manager Community Development, Activation and Communications

Position Details			
Position Level	Management	**Employment Agreement**	Performance Based Contract
Directorate	CEO	**Position Number**	HR2006
Business Unit	Community Development, Activation and Communications	**Primary Location**	City of Bunbury Admin Building Bunbury CBD
Team	Community Development, Activation and Communications		

The Role

The Manager Community Development, Activation and Communications manages the operations and service delivery of the City of Bunbury's Community Development, Place Activation and Communications service teams. The key teams include Marketing and Communications, Community Development (Youth Development, First Nations, Inclusion and Diversity), Community Recovery and Place Activation (Corporate events, Civic events, Community events, Grants, and International Engagement). The role manages available resources to build a better Bunbury through contemporary delivery of external and internal marketing and communications along with outstanding event planning and delivery and community development. As a management role, this position also plays an important part in the City of Bunbury's leadership team including championing organisational culture, engaging staff, and developing effective strategies.

Key Functions & Services

The Manager Communication and Place Activation is responsible for the following City of Bunbury services:	
Marketing and Communications • Marketing • Internal and External Communication • Media Liaison • Brand Management **Community Development** • Disability Access and Inclusion • Social Diversity and Inclusion • Youth • First Nations	**Place Activation (Corporate, Civic, Community and International)** • International Engagement • Grant Application Process (internal grants) • Event and Space Bookings • Event Management **Community Recovery** • Community Recovery

Reporting and Key Relationships

Reports To	• Director Corporate and Community
Direct Reports Include	• Team Leader Marketing and Communications • Team Leader Place Activation • Team Leader Community Development • Community Recovery Officer
Indirect Positions Managed	• Approximately 22 permanent staff and casual staff
Key Internal Relationships	• Executive Leadership Team • Other Managers and the Management Team • People & Safety • Mayor and Councillors

Key External Relationships	• Tourism Groups, Communities and Businesses • Local Community Groups • Relevant State Government Departments • International Sister Cities • Media

Position Profile

Leadership

Inspires a sense of purpose, direction and community
- Clearly communicates the organisational purpose, behaviours, strategy and goals.
- Translates strategy into operational goals and creates a shared sense of purpose within the business unit.
- Champions the desired City of Bunbury culture.

Positively contributes to the City of Bunbury management team
- Consults, shares information and ensures others are kept informed of issues.
- Works collaboratively and operates as an effective team member.
- Recognises the benefits that can be gained from diversity and encourages the exploration of diverse views.

Guides, coaches and develops people
- Identifies learning opportunities for others and empowers them to develop.
- Agrees clear performance standards and gives timely praise and recognition.
- Delivers constructive, objective feedback in a manner that gains acceptance and achieves resolution.

Nurtures internal and external relationships
- Builds and sustains relationships with a network of key people internally and externally.
- Anticipates and is responsive to internal and external stakeholder needs.

Management

Focuses Strategically
- Understands the organisation's objectives and aligns operational plans and activities accordingly.
- Considers the ramifications of issues and longer-term impact of own work and work area.

Builds Organisational Capacity & Responsiveness
- Reviews service and project performance and focuses on identifying opportunities for continuous improvement.
- Steers and implements change and deals with uncertainty.
- Consults internal and external experts; uses their technical and professional knowledge and experience to improve outcomes.

Achieves Results
- Establishes clear plans, quality measures and timeframes for service delivery and project implementation.
- Monitors service delivery and project progress and adjusts plans as required to deliver results.
- Commits to achieving quality outcomes and seeks feedback from stakeholders to gauge satisfaction.
- Responds flexibly to changing demands whilst maintaining sight of the end goal.

Manages Effectively
- Manages budgets and resources across their service area to maximise organisational and community value.
- Understands and adheres to relevant legislation and organisational guidelines and policies.
- Proactively identifies and addresses risks that may impede service delivery; proactively escalates risks and issues that have not been controlled.
- Scans the internal and external environment for new trends and best practice approaches.
- Makes decisions for the organisational good without favouritism or bias; places the aims of the organisation above personal relationships and ambitions.

Service

Community Development
- Leads the development and delivery of community development service to maximise community impact and build a positive reputation for Bunbury.
- Oversees the development and delivery of strategic approaches to Community Development to support a welcoming, cohesive, inclusive and vibrant community.
- Actively works to ensure community associations and groups are supported positively and build capacity to contribute to the Bunbury community.

Place Activation (Corporate, Community, Civic and International)
- Leads the development and delivery of event services to maximise community impact and build a positive

reputation for Bunbury.
- Manages the internal grant funding process for events in the community.
- Manages the International Engagement service for improved international relationships.

Marketing and Communications
- Lead the City's PR public relations (communications/marketing) activities, including strategic planning and ongoing review.
- Overseas planning, delivery, measurement and reporting of the City's public relations and internal communications activities in line with the organisation's vision and goals.
- Provide high level communications/marketing advice and support to CoB staff, leaders and Elected Members.
- Develops robust relationships and regularly liaise with the media industry to generate interest in and manage narratives of various City projects and initiatives.

Place Making
- Provides expertise and leadership to the delivery of city design and activation services.
- Seeks to connect local residents and groups with appropriate City project leads to add value to infrastructure and liveability projects to improve community activation and ownership of places within the Bunbury.

Community Recovery
- Oversee community recovery support following emergency events.

Position Expectations & Requirements

Behaviours

Organisational
- **Champions the organisations values: We are Community, We are Open, We are Brave.**

Individual
- **Humble:** Acknowledges mistakes and learns from them. Seeks guidance and advice when required. Readily offers opinion and challenges important issues constructively particularly in areas of strength.
- **Hungry:** Takes personal responsibility for meeting objectives and progressing work. Persists and focuses on achieving objectives even in difficult circumstances. Displays resilience despite criticism or setbacks.
- **Smart:** Seeks to understand their audience and adjusts communication style and message accordingly. Demonstrates self-awareness and a commitment to personal development.

Skills & Experience

Leadership
- Ability to lead and develop diverse teams to achieve organisational outcomes.
- Ability to inspire a clear sense of purpose and direction.
- Ability to guide, coach and develop staff.
- Experience effectively leading large and diverse teams.
- Experience leading and championing change in a large organisation

Management
- Ability to plan and manage available resources to maximise organisational outcomes.
- Skills in planning and delivering complex projects and service improvements.
- Ability to draw conclusions and identify solutions based on objective, systematic analysis and recognise links between interconnected concepts or issues.
- Experience applying contemporary management skills and understanding in a large organisation.
- Experience in managing significant financial and human resources to deliver organisational results.
- Understanding and commitment to the safety and equal opportunity obligations of managers.

Communication and Influence
- Ability to present messages in a clear, concise and articulate manner.
- Ability to influence outcomes through high-level interpersonal skills and persuasive negotiation.
- Experience effectively communicating complex information through a variety of mediums.
- Experience building and sustaining productive relationships with a range of stakeholders.

Community
- Ability to effectively manage and operate multiple, diverse teams to achieve positive community outcomes.
- Skills and understanding of content and service development within Community Development.
- Understanding of factors impacting the viability of Community development and related services.
- Experience in a senior role within a community service setting.

Qualifications	• Experience developing community services, programs and content.
	• Experience developing events and placemaking programs and services.
	• Experience working with and supporting First Nations communities and employees.
	Specific Qualifications
	• Demonstrated leadership experience in a similar role.
	• Relevant tertiary qualification in Community Development, Events and / or Public Relations
	• WA C Class Drivers Licence or equivalent.
	Desirable
	• Significant senior management experience.

Endorsement				
Version		Name:	
People & Safety Certification Date	TBA	Signature:	
		Date:	