

# Nillumbik Shire Council Position Description

## Our Vision, Values and Customer First Commitments

The way we work together and provide services to the Nillumbik community is guided by a culture reflected in Nillumbik’s vision and values. All employees are expected to embrace our vision and make a genuine commitment and contribution to the organisation’s values and customer first commitments. Nillumbik Shire Council is committed to making reasonable adjustments to provide a positive, barrier-free and supportive workplace.

Community is at the heart of the Shire of Nillumbik. We work to keep our community engaged, connected, active and supported in a healthy, safe and sustainable environment. The Community Vision – Nillumbik 2040 captures the essence of what is most valued about our community and our Shire. Our Vision is centred on the themes of: Our People, Our Place, Our Future and Our Council.

## Nillumbik’s values

- Respect 

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- Integrity 

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- Collaboration 

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- Adaptability 

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- Community 

## Our Customer First Commitments

1. Empathetic

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2. Consistent

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3. Effective

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4. Simple



Our Customer First Commitments represent our efforts, thinking and aspirations to deliver a great experience to our customers both internally and externally.

Our Customer First Commitments	What this means to us
<b>Empathy</b>	We listen, understand and respect our customers
<b>Consistent</b>	We provide accurate, timely and transparent information
<b>Effective</b>	We focus on quality processes and outcomes
<b>Simple</b>	Our processes, documentation and information are easy to obtain and follow

## Nillumbik Shire Council Position Description

<b>Position Title:</b>	Communications and Community Engagement Coordinator
<b>Position Number:</b>	0609
<b>Classification:</b>	Band 7
<b>Tenure:</b>	Permanent Full Time
<b>Directorate:</b>	Governance, Communications and Community Safety
<b>Department and Unit:</b>	Advocacy, Communications and Engagement
<b>Reports To (Title):</b>	Manager Advocacy, Communications and Engagement
<b>PD approved by (Manager or Director Title):</b>	Manager Advocacy, Communications and Engagement
<b>Date approved by Manager or Director:</b>	April 2024
<b>Date approved by HR:</b>	April 2024

### Leadership Framework

All leaders at Nillumbik are expected to demonstrate the capabilities and behaviours expressed in the Nillumbik Leadership Framework. These are:

Being Strategic	<ul style="list-style-type: none"> <li>• Is future-orientated.</li> <li>• Adapts to, envisages, leads and manages change.</li> <li>• Takes a holistic approach and applies system thinking.</li> <li>• Can problem-solve.</li> </ul>
Personal Qualities	<ul style="list-style-type: none"> <li>• Maintains a positive attitude and demonstrates self-awareness.</li> <li>• Acts with integrity.</li> <li>• Demonstrates initiative.</li> <li>• Displays emotional intelligence.</li> <li>• Is customer-centric.</li> </ul>
People and Performance	<ul style="list-style-type: none"> <li>• Motivates and empowers others.</li> <li>• Is a strong people-manager.</li> <li>• Identifies and builds talent.</li> </ul>
Relationship Management	<ul style="list-style-type: none"> <li>• Communicates effectively and works collaboratively.</li> <li>• Manages relationships with stakeholders and decision makers.</li> <li>• Influences and negotiates effectively.</li> <li>• Demonstrates political acumen.</li> </ul>
Delivers Outcomes	<ul style="list-style-type: none"> <li>• Translates strategy into actions.</li> <li>• Tracks progress and takes action.</li> <li>• Takes ownership and is accountable.</li> <li>• Makes decisions and delivers results.</li> </ul>

### 1. Position Purpose

The Communications and Engagement Co-ordinator will work with the Manager Advocacy Communications and Engagement to oversee Council's communication and community engagement functions.

The role aims to positively influence Council's reputation in the community through social media and media management, research-based campaigns and regular written communications.

Ensuring that the community is informed and can have input into our decision making is a priority and the co-ordinator will be responsible for exploring best practice community engagement opportunities.

The position manages a team of communication specialists in the delivery of critical communications and community engagement services to Council.

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### 2. Position Objectives

- Protect and enhance Council's reputation through the strategic management of media, social media, communications campaigns, and community engagement initiatives.
- Lead and develop a high-performing team of communication and engagement specialists, fostering a culture of excellence, innovation and continuous improvement.
- Provide specialist communications and engagement advice to Senior Management, the CEO, Mayor and Councillors to support Council's strategic priorities.
- Design and implement evidence-based communications and engagement strategies that drive community participation, trust, and positive public perception.
- Identify and respond proactively to emerging issues and risks in the media and community environment, applying sound judgement.
- Collaborate across Council departments to ensure cohesive, timely and effective communications and engagement activities.
- Continuously review and improve Council's communications and engagement approaches, informed by community feedback, performance data, and contemporary best practice.

### 3. Organisational Relationships

<b>Direct Reports</b>	Communications and Advocacy Advisor Communications Advisor Community Engagement Advisor
<b>Total FTE</b>	2.0 FTE
<b>Financial Budget and Delegation</b>	\$5,000
<b>Internal Relationships</b>	CEO, Mayor and other Councillors, Executive Leadership Team, Managers and all other staff.
<b>External Liaisons</b>	Metropolitan and suburban journalists Local community newspapers Film crews Community groups Community members Commercial interest groups Office of local MPs Other Councils and government departments

### 4. Key result areas

#### 4.1. Service planning, management and delivery

- In conjunction with the Department Manager, develop, implement, monitor and review plans, strategies and policies for delivery of services within the Department to ensure they meet the needs of Council and the community now and into the future.
- Coordinate the implementation and reporting of actions from the 2022-2025 Nillumbik Communications Strategy, 2021 Nillumbik Community Engagement Policy and future plans or strategies.
- Keep abreast of and provide advice on relevant government policy, legislation, service directions and trends.

#### 4.2. Communications

- Provide accurate advice to the Mayor and Councillors, Chief Executive Officer and Senior Management on communication campaigns and strategies.

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- Develop communications plans and media strategies across the organisation.
- Develop and assist with the implementation of communications campaigns that promote the Council's work and achievements to the Nillumbik community and local government sector.
- Manage production of Council's external newsletter, including developing a comprehensive 12-month editorial program in consultation with senior management.
- Assist in developing and producing key corporate documents.
- Review and evaluate the effectiveness of Council's publications and communications and explore innovative ways to improve readership and improve distribution.
- Raise the level of organisational awareness of Council's communication processes to ensure the Department is informed of upcoming issues, events and activities and has sufficient time to advise on appropriate communication methods.
- Oversee speech writing for the Mayor, councillors, CEO and senior staff for civic events and functions.

### **4.3. Media liaison**

- Co-ordinate media activity across Council and respond to media enquiries as appropriate in conjunction with the Manager Advocacy, Communications and Engagement.
- Oversee monitoring and reporting of media articles relevant to Council

### **4.4. Community engagement**

- Implement strategies that actively engage and consult with the community and facilitate community input to the decision-making process and continuously explore opportunities to feedback to the community on how their input shaped Council's decision making.
- Review and evaluate the 2021 Nillumbik Community Engagement Policy and guide the development of future community engagement policies and activities.
- Review and evaluate community engagement activities and seek community feedback to ensure community engagement is tailored to encourage community participation.
- Build organisational capacity on best practice community engagement to ensure tailored engagement plans and timely consultation.
- Gather data and insights to develop evidence-based strategies for community consultation activities.

### **4.5. Continuous improvement**

- Encourage an environment where innovation, continuous improvement and achievement are emphasised and rewarded.
- Refine procedure to provide productivity improvements and embrace cotemporary technologies to guide innovative practices.
- Promote and encourage flexibility and efficient collaboration throughout the organisation by supporting the establishment of short-term cross functional teams to identify, analyse and address opportunities and challenges facing the organisation.

### **4.6. Relationship management**

- Maintain a positive work environment that encourages teamwork and generates enthusiasm and dedication in the delivery of consistently high-quality communications
- Develop and maintain positive and beneficial relationships with relevant networks including those in local, state and federal government and other external organisations and bodies, as agreed with the Manager Advocacy Communications and Engagement.
- Promote a positive image of Council and its activities, developing and strengthening Council's relationships with all sectors of the local community, including the business community and relevant external organisations.

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### **4.7. Community engagement and customer service**

- Lead the Unit to actively engage and consult with its community and facilitate community input to the decision making process by monitoring customer requirements and the quality of the unit's services to ensure responsiveness, accessibility and accountability of all services.
- Support the Department Manager in ensuring that Council's objective of customer service excellence is reflected in the operations of the unit by developing and maintaining systems and processes to ensure responsive, timely and high quality follow-up to enquiries, service requests and complaints from all customers.

### **4.8. People, culture, safety, health and wellbeing**

- Provide support and direction to the Communications and Community Engagement Advisors to create a work environment where everyone feels they can be curious and innovative and continue to develop in their area of specialty
- Work with the Director, Managers and staff in providing leadership and shaping the organisational culture by promoting Council's organisational vision and leading staff in a way that aligns with Council's vision, values, expectations and policies to achieve organisational outcomes.
- Ensure the development and review of individual performance management plans with outcomes based objectives which align to the delivery of organisational priorities.
- Identify future talent and invest in team and individual development opportunities to build organisational capability.
- Ensure compliance with Council policies, procedures and legislative requirements in the areas of human resources, occupational health and safety, equal opportunity, anti-discrimination and other industrial instruments.

### **4.9. Financial Management**

- Provide effective financial administration, undertaking preparation, management and reporting of the unit annual budget/project budgets and maximising the financial benefit of all allocations.
- Provide advice to the Department Manager or Director, on potential income opportunities from other sources to enable implementation of priority projects that complement the goals of Council.
- Manage and approve expenditure of funds on behalf of Council, in line with delegated authority and in compliance with Council's Procurement Policy and Procedural Guidelines.

### **4.10. Risk Management**

- Be conversant with Council's Risk Management Policy and Strategy and accountable for implementation and adherence to the policy.
- Respond in the event of a disaster as per assigned key duties and responsibilities documented in Council's Emergency Management arrangements and Business Continuity Plan.

## **5. Job Characteristics**

### **5.1 Accountability and extent of authority**

In consultation with the Manager Advocacy Communications and Engagement, the position is accountable for and has authority to:

- Provide advice and make recommendations to Senior Management, Council staff, partner organisations and the community on matters related to the effective delivery of communications and engagement activities and initiatives

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- Advice provided and decisions made by this position may have a significant effect on the programs or projects being managed, and on the public perception of the organisation
- Implementing Council decisions in a timely and professional manner.

### **5.2 Judgement and decision making**

- Make day to day decisions and resolve issues relating to Communications and Engagement Unit projects and programs, and oversee the Unit's work program.
- Providing specialist advice and support to internal and external stakeholders, subject to regulations and policies
- Problems may be of complex or technical nature and the incumbent will be required to apply creativity and originality in deciding on appropriate action. Guidance in this position is not always available.

### **5.3 Qualifications**

- A tertiary qualification in journalism, public relations, communications or substantial experience in a similar role within local government or community facing organisation

### **5.4 Experience**

- Extensive experience in designing and delivering proactive communications and issues management strategies
- Detailed knowledge of strategic social media management and community engagement fundamentals.
- Solid experience in leading a team of communications specialists

### **5.5 Specialist Skills and Knowledge**

- Working in a politically sensitive environment with the ability to read the political landscape.
- Understanding of social media - its uses, trends and demographics.
- Understanding of the news cycle and what drives the agenda, different communications channels and their audience.
- Understanding of Local Government, its objectives and issues affecting it

### **5.6 Management Skills**

- The ability to lead, develop and manage staff in order to have a committed team empowered to deliver engaging communications materials
- Ability to manage time, set priorities and plan and organise the workload of oneself and others to achieve set objectives efficiently.
- Ability to develop and manage stakeholder relationships

### **5.7 Interpersonal Skills**

- Demonstrates behaviours in line with Council's Values with working with others including colleagues and the community – Respect, Integrity, Collaboration, Adaptability, Community
- Highly developed oral and written communication skills and excellent interpersonal skills.
- Strong leadership and interpersonal skills
- Ability to persuade and negotiate with stakeholders to achieve positive outcomes

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- Ability to write and present specialist reports and briefings

### 6. Physical Requirements

Posture	<ul style="list-style-type: none"> <li>• Sitting at a desk, work station or in meeting rooms</li> <li>• Driving a vehicle to other locations, as required</li> <li>• Standing and bending</li> </ul>
Upper Limb / Body	<ul style="list-style-type: none"> <li>• Lifting and lowering materials, e.g. setting up for events</li> <li>• Some handwriting</li> <li>• Some sustained neck flexion may be required when reading documents</li> </ul>
Trunk	<ul style="list-style-type: none"> <li>• Some twisting, e.g. access desk drawers</li> <li>• Carrying items, e.g. materials for the program</li> <li>• Bending below the knee</li> </ul>
Work Environment	<ul style="list-style-type: none"> <li>• Indoor air conditioned offices with carpeted floors</li> <li>• Adjustable chair provided</li> </ul>
Weights	<ul style="list-style-type: none"> <li>• Lifting weights up to approximately two reams of A4 paper</li> </ul>
Other	<ul style="list-style-type: none"> <li>• Interacting with internal and external customers</li> <li>• Simultaneously talking on the telephone and writing down notes</li> <li>• Climbing of stairs between levels (shire office also has a lift available) or to get in or out of workplace.</li> </ul>

### 7. Key Selection Criteria

- Demonstrates behaviours in line with Council's Values with working with others including colleagues and the community – Respect, Integrity, Collaboration, Adaptability, Community A tertiary qualification in journalism, public relations, communications or substantial experience in a similar role.
- Extensive experience in proactive social media management and effective issues management and sound understanding of community engagement principles.
- Demonstrated ability to build and manage a high performance team of specialists.
- Ability to work in an agile environment with a proven ability to multitask.
- Proven ability to reach new audiences.
- Highly developed oral and written communication skills and excellent interpersonal skills.

### 8. Other relevant information

- This position requires a pre-employment police check. This check will be organised by Nillumbik Shire Council as part of the recruitment process. Permission will be sought prior to this check being undertaken.
- This position requires a pre-existing injury and medical declaration form. This form will be provided to you for completion by Nillumbik Shire Council as part of the recruitment process.
- This position requires a Working With Children Check. The successful applicant must provide a copy of their WWC Check Card to Nillumbik Shire Council prior to commencement for placement on their Personnel File, and notify the Department of Justice within 21 days of commencement of employment with Nillumbik Shire Council.
- The incumbent **will** be required to work on weekends and evenings dependant on the requirements of programs, projects and community consultations.

### 9. Recruitment information

Nillumbik Shire Council is committed to equal employment opportunity and encourages applications from people with disability, First Nations people and gender diverse people. Applicants will be

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considered based on merit as per relevant skills, qualifications, and experience. We are committed to providing a safe working environment that embraces and values child safety, diversity and inclusion. . Nillumbik Shire Council prides itself on being a child safe organisation and has zero tolerance for child abuse.

Applicants must have, and provide proof of, the legal right to work in Australia.

The successful applicant will be required to sign a copy of the Position Description to state that they have read and understood and agree to all requirements.

### 10. Application information

To obtain any additional information regarding this position, please contact staff member, **Michele Purtle**, Manager Advocacy Communications and Engagement on 0459 159 351. Applications can be submitted online at [Nillumbik Website](#) until 10pm Day, Sunday 18 May 2025. Apply now - we will be shortlisting as we receive applications and may close the advert early if the position is filled before the closing date.

Nillumbik Shire Council is committed to making reasonable adjustments to provide a positive, barrier-free and supportive workplace. With one in five Australians identifying as having a disability, Council is committed to providing the best possible experience for everyone, regardless of their ability. This position description can be provided in an alternative format, by request. Applicants being offered an interview with Council are encouraged to advise if any adjustments are required to support them during the interview process.

If you need any support or reasonable adjustments at any stage during the recruitment process, please contact Human Resources at [hrrmail@nillumbik.vic.gov.au](mailto:hrrmail@nillumbik.vic.gov.au).