

Position Title:	Senior Strategic Communications Officer		
Position Level:	Level 7/8	Employment Agreement:	2024 City of Bunbury EBA
Directorate:	Office of the CEO	Position Number:	HR1114
Business Unit (Department):	Strategic Communications & Engagement	Primary Location:	Admin Building
Team:	Strategic Communications & Engagement	Hours:	76 / Fortnight

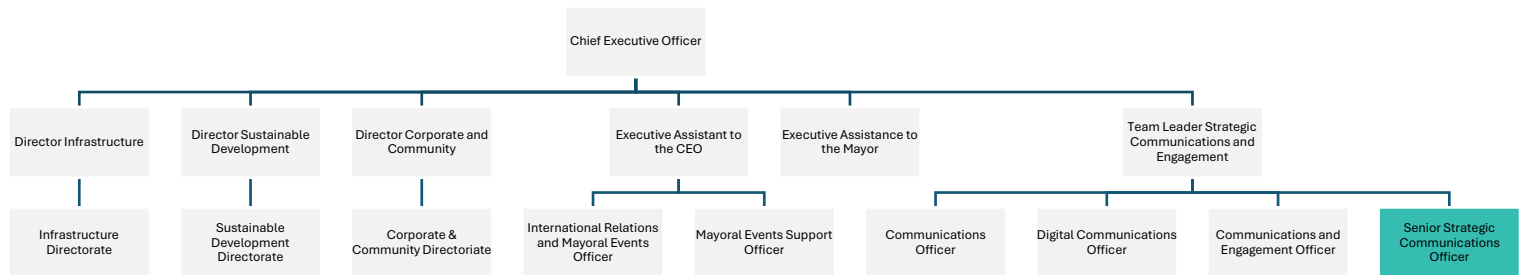
Position descriptions are amended from time to time, therefore you should not rely on a printed copy being the current version. Please consult the People & Safety Department to ensure that the version you are using is up to date.

This document is available in alternative formats (e.g. larger font) if requested.

Position Objectives

The Senior Strategic Communications Officer is responsible for developing and executing high-impact communication strategies to enhance organisational reputation. This role also provides strategic advice on media relations, crisis communications, community sentiments and strategic messaging to drive business objectives.

Strategic Communications & Engagement Structure



Key Accountabilities

- Develop, implement and evaluate strategic communications plans ensuring proactive messaging that aligns with agreed priorities and addresses emerging risks, in collaboration with the Marketing & Brand team developing the marketing plans.
- Draft crisis response statements, holding statements, FAQs, and community updates, ensuring timely development aligned with community expectations.
- Execute rapid-response communication protocols as directed by the Team Leader.
- Support the Team Leader to provide Executive support in providing reputational risk management analysis and advice and/or recommendations.
- Create reputational risk management response in line with Team Leader and Executive advice, including strategic communication plans and key messaging.
- Research, write, and coordinate the preparation of media releases, statements, briefing notes, press kits, and related content. Ensure media responses are timely, accurate, and aligned with agreed messaging and City objectives
- Attendance at internal and external strategic meetings as required, including Executive Team, Agenda Settlement, and Project Board meetings, in an advisory role allowing immediate access to strategic guidance on sensitive issues.
- Review and quality-assure internal and external City communications outputs against established standards and guidelines, providing specialist advice and guidance to team members to support consistency and quality across all channels.

Authority and accountability

- Provide specialist strategic communications advice to internal stakeholders and prepare data-driven analysis, briefings, and recommendations to inform executive decision-making.
- Provide guidance and advice to the Marketing & Brand team on messaging, priorities and tone to ensure consistency across all platforms, aligning with the City's strategic objectives.
- Provide advice to relevant stakeholders on media-related issues, identifying media opportunities and possible risks.
- Provide content to the Team Leader Marketing and Brand for the development of corporate publications.
- Maintain compliance with relevant policies, statutory requirements, and confidentiality protocols in all outputs.
- Ensure work is produced and distributed within agreed timelines and quality standards.

Judgment and problem solving

- Execute rapid-response communication protocols and response to address immediate reputational threats as directed by Team Leader
- Conduct ongoing monitoring and analysis of media coverage, community sentiment, and organisational reputation across key audiences (community, investors, employees, media and other stakeholders); identifying emerging risks and trending concerns in collaboration with the Team Leader Marketing & Brand.
- Prepare regular insights reports and escalate emerging risks and opportunities to the Team Leader with recommended actions.
- Assist the Team Leader with the develop reputational impact assessment and approved communication responses for potential crisis scenarios.
- Prepare draft Council reports, briefing materials, and supporting documentation for the Team Leader's review and submission. Attend Council briefings and meetings as required in a supporting capacity or as delegate of the Team Leader.
- Contribute to the development and review of strategic communications policies and guidelines, providing specialist input and supporting implementation within day-to-day operations.
- Prioritise workload and apply sound judgment when managing multiple deadlines.
- Contribute to continuous improvement by supporting process enhancements, sharing knowledge, and assisting colleagues as required.

Specialist knowledge and skills

- Conduct research and environmental scanning to identify emerging communications trends, challenges, and opportunities. Provide analysis and recommendations to inform program and strategy development.
- Maintain knowledge and understanding of current strategic communications trends, principles, and practices.
- Participate in training programs and initiatives to enhance professional performance.
- Liaise with the Director Corporate and Community and Team Leader Marketing and Brand in the development and maintenance of strategic communication policies, procedures and processes.
- Plan, coordinate and deliver targeted communication and engagement strategies in collaboration with the Mayor.
- Support key projects and initiatives at a strategic communication and advisory level, as required by the CEO.
- Interpret policy, research, and project information to inform recommendations and decisions.

Management skills

- Develop and implement projects to a high professional standard and in keeping with the strategic priorities of the organisation.
- Research, write, and coordinate briefing notes, speech notes, talking points, and other executive content for the CEO, Mayor, and others as required, ensuring alignment with strategic messaging.
- Develop internal and Elected Member strategic communications messaging when required.
- Maintain the strategic communications financial resourcing, including monitoring budgets and contributing to the Service & Facility Plan process.
- Maintain accurate and compliant records in line with Council's policies, procedures, and record-keeping standards
- Undertake other duties as directed by the Team Leader Strategic Communications and Engagement.

Interpersonal skills

- Attend and represent the City at forums, committees, and working groups as directed by the Team Leader. Attend Council meetings in a supporting or advisory capacity as required.
- Build and actively maintain relationships with media groups and organisations to maximise positive coverage and deliver effective campaigns for the City.
- Utilise corporate communications channels to ensure effective communications.
- Collaborate with other departments and teams, such as Marketing & Brand, to ensure a coordinated approach to related initiatives and projects.
- Act in accordance with CoB values; promote and model an integrated 'one team' approach to working across all components of the City of Bunbury.
- Act as a trusted specialist resource to managers and senior staff on strategic communications matters, escalating complex or sensitive issues to the Team Leader for executive-level advice.

Key Relationships

Reports To	<ul style="list-style-type: none"> Team Leader Strategic Communications and Engagement
Supervises	<ul style="list-style-type: none"> Nil
Indirect Positions Managed	<ul style="list-style-type: none"> Nil
Key Internal Relationships	<ul style="list-style-type: none"> All City of Bunbury Employees Chief Executive Officer Executive Leadership Team City of Bunbury Management Team Marketing & Brand Team Integrated Planning Team Governance Team Executive Assistant Team Economic Development Team
Key External Relationships	<ul style="list-style-type: none"> Elected Members Local, State and Commonwealth Government Agencies Media Organisations Consultants General Public Industry Specific Professional Groups

Financial Accountability and Delegations

Financial Accountability	<ul style="list-style-type: none"> Acts within established practices. Purchasing limit \$Nil
Delegations	<ul style="list-style-type: none"> Nil

Extent of Authority

This position may exert influence in the following:	
<ul style="list-style-type: none"> Prioritise own work to ensure all tasks are performed within a satisfactory timeframe. Exercise initiative and/or judgement within clearly established Policies and Procedures. Is fully accountable for the content, accuracy, validity and integrity of advice provided. Acts within the organisational values, Code of Conduct, strategic plans and priorities, legislative and regulatory frameworks, delegations, and organisational policies and procedural frameworks and guidelines. 	

Requirements of the Position

Qualifications and Experience	Essential	Desirable
Degree or equivalent, or extensive experience in journalism, marketing, public relations, community engagement or similar, or extensive experience in a relevant discipline.	✓	
Experience understanding and positively participating in organisational change.	✓	
Experience managing resources and tracking budgets.	✓	
Experience successfully managing and delivering projects.	✓	
Experience leading and continually improving the delivery of services within a large organisation.	✓	
Experience effectively communicating information through a variety of mediums.	✓	
Experience building and sustaining productive relationships with a range of stakeholders.	✓	
Substantial experience in undertaking research and literature review.	✓	
Demonstrated significant experience in producing high quality documentation that is concise and clear in audience, target outcomes sought, and information provided.	✓	
Experience in the use of analysis and data to develop and implement strategic communications plans.	✓	
Current Working with Children Check (WWC).		✓
Demonstrated experience in following established safety protocols.	✓	
Valid WA Drivers Licence or equivalent.	✓	
Current National Police Clearance.	✓	

Skills and Knowledge	Essential	Desirable
Sound knowledge and understanding of the use and value of media including experience in media management.	✓	
Highly developed verbal and written communication skills.	✓	
Understanding of best practice in community engagement and process of delivery.	✓	
Strong research, evaluation and presentation skills.	✓	
Knowledge of Bunbury and South West media.		✓
Sound knowledge of the Bunbury community and current challenges.		✓
Ability to clearly communicate reasons for decisions and to clarify expectations of key deliverables.	✓	
Ability to influence outcomes and negotiate confidently.	✓	
Ability to maintain strict confidentiality.	✓	
Well-developed time management, problem solving and analytical skills, ability to work unsupervised and within a team environment.	✓	
Ability to work. varying hours on occasion, including weekends and evenings.	✓	
General knowledge of Equal Employment Opportunity and Diversity Acts.	✓	
Understanding key workplace health and safety laws and regulations applicable to the role and position.	✓	
Actively participate in safety initiatives.	✓	
Contribute to a collaborative and positive team workforce environment/ culture and by demonstrating a positive attitude, respect, accountability and teamwork.	✓	
Knowledge of relevant Local Government function, legislative and statutory requirements and/or contemporary governance principles and standards.		✓
For specific Role Expectations applicable to this position, the position holder will refer to the Role Expectations Guide on the City's Intranet. The person accepting the position will be required to sign off that they have received and understood their Role Expectations.		

Mission Statement

Welcoming and full of opportunities

Organisational Values

Employees at the City of Bunbury observe the following Values in their day to day activities:



We are Community

C

- We are one team
- We keep each other safe
- We display empathy and respect
- We have fun and celebrate our successes
- We work together to achieve great outcomes



We are Open

O

- We are open to opportunities
- We actively listen and think things through
- We are inclusive and treat everyone equally
- We are honest and open in our communications
- We are open to feedback to improve our performance



We are Brave

B

- We lead the change, we own it
- We trust and empower each other
- We have the difficult conversations early
- We hold ourselves to the highest standard
- We have the courage to improve and simplify

#WEARECOB

Misconduct and Ethical Decision-Making

City of Bunbury employees are required to comply with the Employee Code of Conduct and refrain from behaviour that constitutes misconduct.

Employees must:

- Apply accountable and ethical decision-making principles within the work environment.
- Ensure all actions and decisions are impartial and unbiased and can be justified and accurately explained.
- Be accountable and transparent in all work activities.
- Do your job effectively and as efficiently as possible.
- Declare and appropriately manage any potential conflicts of interest.
- Comply with all relevant legislation, City of Bunbury Council Policies, Management Policies and Employee Code of Conduct.
- Report any suspected misconduct including breaches of the City's Code of Conduct, to your Manager, Director or CEO.
- Act fairly and justly, abiding by principles of due process and natural justice.

Risk Management

- Understand and adhere to the Risk Management Policy, Management Policies and related procedures. When required, undertake risk assessments for all proposed projects in consultation with Team Leader, Manager or Director.
- Apply sound operational risk management practices within the work environment.

Customer Service

- Foster, advocate and implement the City's Customer Service Charter.
- Aim to exceed customer expectations.
- Strive for an element of consistency from one service transaction to the next.
- Through the delivery of outstanding service, establish a reputation of customer service excellence through service delivery.
- Deal with enquiries from customers and provide or arrange for the provision of the appropriate information or redirect the customer to the appropriate service provider.

Work Health and Safety

Managers/Supervisors must:

- Ensure adherence to WHS policies and procedures and be aware of their own responsibilities listed herein.
- Consult and cooperate with workers and Health and Safety Representatives (HSRs) on WHS issues to gain a thorough understanding of key risks, enabling accurate reporting at WHS Committee Meetings.
- Ensure workers are provided with the information, instruction, training, and supervision they need to work safely.
- Identify, assess, and control hazards (physical and psychosocial) within their area of responsibility by applying the hierarchy of controls and actively using and monitoring the safety management system.
- Encourage early reporting of incidents and hazards, gather initial information to assist investigations, and forward details to the WHS Team immediately.
- Ensure workers are aware of and comply with all relevant WHS procedures, particularly those relating to the operation of plant and equipment.
- Develop safety documentation as required, in consultation with workers, and ensure these are followed.
- Provide PPE as required, and ensure workers are trained in correct use, fit, and storage requirements.
- Ensure all plant and equipment is safe to use and maintained in accordance with manufacturer recommendations and legal requirements.
- Foster a positive and respectful workplace culture that supports psychological health and safety.
- Maintain current knowledge of WHS legislation, risks, and control measures relevant to their own work area.
- Lead by example by consistently demonstrating safe work behaviours.

Workers must:

- Take reasonable care of their own health and safety (physical and psychological) and ensure their acts or omissions do not adversely affect the health and safety of others, as required by WHS legislation and the City of Bunbury Code of Conduct.
- Follow safe work practices and participate in maintaining a healthy and safe workplace.
- Comply with reasonable instructions, policies, and procedures relating to health and safety.
- Cooperate with management to help them meet their WHS obligations.
- Report any injury, illness, hazard, or near miss immediately, where practicable, to their supervisor — including psychosocial hazards such as bullying, harassment, or unreasonable work demands. Where safe and practicable, take immediate action to make hazards safe before reporting them.
- Treat colleagues, customers, and members of the public with respect to protect the psychological safety of others.
- Familiarise themselves with and follow the City's WHS policies and procedures.
- Not intentionally or recklessly misuse or interfere with anything provided for health and safety.

Position and Incumbent Details

The requirements of this position are accepted and will be undertaken with due diligence at all times:

Position Description Prepared by:		Key accountabilities accepted by Employee:	
Signed:		Signed:	
Date:		Date:	

The original signed position descriptions must be returned to People & Safety.

Review

The line manager and incumbent will review this position description for any necessary amendments during the employment lifecycle, including the annual performance development (PDP) review process.