



Position Description and Performance Agreement

Corporate Communication Manager

Position No:	GM003CC
Position Classification:	Grade 23
Status:	Full Time
Position Revised on:	October 2016
Position Written by:	General Manager
Division:	General Managers Office
Branch:	Corporate Communications
Reports to:	General Manager
Incumbent:	
Start Date:	
Special Conditions:	Hours 8.30am to 5pm – 1 hour lunch, 19 day month The position will require some evening and weekend work to attend events, community consultation programs and meetings

1 POSITION CRITERIA

1.1 Essential academic qualifications:

- Degree in Public Relations/Communications or equivalent

1.2 Essential Licences and/or Certificates:

- Class C driver's licence

1.3 Other Requirements/Experience:

- Previous experience in public relations, media including social media, events and communications
- Previous experience in community engagement, change management, branding and strategic planning at a corporate level
- Knowledge of Local Government Act and other related legislation.

1.4 Personal Attributes:

- High level of written and verbal communication skills
- Ability to liaise confidently and effectively with staff of all levels, Councillors, dignitaries, community and government organisations, the general public and public and private business sectors
- Ability to recognise and address communication problems and opportunities, both internally (within the corporate structure) as well as externally (communication network with the community)
- Good problem solving and analytical skills especially in crisis situations
- Budgeting experience



- Experienced in the development and implementation of public relations strategies designed for enhancement of corporate image
- Ability to deal effectively and confidently with the general media
- High level of business skills including negotiation, persuasiveness and management.
- Ability to prepare submissions/presentations to reflect the corporate professionalism of the organisation.
- High level research skills.
- Ability to meet multiple deadlines, work under pressure and achieve results

2 OBJECTIVES OF POSITION

- 2.1 To develop, implement and monitor communications and public relations strategies, channels and programs to enhance the public perception of the functions and activities of the Council.
- 2.2 To implement and overview internal communication networks for the benefit of the corporate structure.
- 2.3 Working with the General Manager on change management processes.
- 2.4 To develop a civic, and support a community events program which delivers social and economic benefits.
- 2.5 Fostering a positive working relationship between the Council and major community, service, educational, business and media organisations.
- 2.6 Undertake specific projects as requested by the General Manager on an unsupervised basis.

3 KEY ACCOUNTABILITIES

- 3.1 Establishment of action plans/strategies to meet the communication needs of the organisation.
- 3.2 Responsible for the enhancement and protection of Council's reputation.
- 3.3 Overseeing the preparation and distribution of various publications and submissions for the information of the community and government agencies, particularly the Mayoral Column, Council Notice Advertisements and media releases.
- 3.4 Identifying public relations issues and the implementation of appropriate actions.
- 3.5 Media liaison - to provide a responsive and professional information service to the media about Council activities.
- 3.6 Crisis Management including communication role in times of flood, fire or other natural disaster.
- 3.7 The Coordination of specialised promotional activities and ensuring protocol at formal events are managed to reflect well on Council.
- 3.8 Lead corporate change management projects

4 SCHEDULE OF DUTIES

- 4.1 Overseeing the Events and Community Engagement Coordinator in the delivery of civic events, awards programs, support and promotion of community events that have economic and social benefits and online community engagement.
- 4.2 Overseeing the Public Relations Coordinator in the preparation of publications, media comments, media releases, photography, promotional material and displays as well as general public relations.
- 4.3 Provide protocol, media and public relations support for the Mayor.
- 4.4 Daily monitoring of the lines of communication between the organisation and the community including the media.
- 4.5 Sit on Council's Management Executive Team particularly to provide advice on communication issues.
- 4.6 Continual development and monitoring of strategies to enhance the image of the Council.
- 4.7 Receiving and responding to general enquiries (verbal and written) regarding information on the organisation/City area.
- 4.8 Co-ordinating civic/community functions as required.
- 4.9 Development and co-ordination of internal and external communication networks.
- 4.10 Management of Council's links with the media.
- 4.11 Implement internal communication improvement programs and



- 4.12 Assist with strategies to enhance staff engagement.
- 4.13 Attendance at Council/Community Committee Meetings as required.
- 4.14 Budget preparation and control.
- 4.15 Provide leadership and direction to the communications team to deliver corporate objectives.

5 OUTPUT MEASURES

- 5.1 Community perception of Organisation functions and operations as disseminated through communication programs.
- 5.2 Agreed objective and measurable corporate performance indicators.
- 5.3 Corporate perception of internal communication program.
- 5.4 Level of internal assistance and support in preparing material for each division for external application.
- 5.5 Success rating of Community and Civic functions.
- 5.6 Regularity and content of press releases, Mayoral Column and Council Notice Advertisements.
- 5.7 Budget control.

6 W H & S RESPONSIBILITIES

- 6.1 Hawkesbury City Council is committed to ensuring the health and safety of all who contact our works. As a Self Insurer, Hawkesbury City Council has in place a comprehensive Work Health Safety and Injury Management (WHS&IM) System. This System provides processes and procedures for workers and visitors to manage health and safety in the workplace.

As an employee of Council, there are certain responsibilities, authorities and accountabilities (RAAs) which are identified as part of the terms and conditions of your employment. RAAs are supported by Council's WHS&IM System Element 001 WHS Responsibilities which identifies actions to be taken, and the standards to be achieved. These RAAs are non-negotiable in terms of compliance.

7 ETHICAL CONDUCT

- 7.1 Comply with the requirements of Council's Code of Conduct. Take appropriate action to ensure a workplace free from corruption, maladministration and serious and substantial waste.

8 EQUAL EMPLOYMENT OPPORTUNITY

- 8.1 Comply with the requirements of the Anti-Discrimination Legislation and Council's Policies and Procedures relating to EEO and Anti-Discrimination. Take appropriate action to ensure a harassment-free workplace.

9 CORPORATE AND STATUTORY OBLIGATIONS

- 9.1 Ensure that all statutory obligations are met in an appropriate and timely manner and are applied fairly and impartially.

To commit to and embrace the objectives of the Hawkesbury Community Strategic Plan - Shaping Our Future, and to be accountable for participating as appropriate in the allocated Operational Plans designed to deliver on the identified objectives as directed.

10 PERFORMANCE AGREEMENT

- 10.1 I acknowledge that my performance will be assessed at least annually, based on the performance measures contained within this document and Council's Delivery Program and Operational Plan.
I am fully aware of the terms of this position description and I agree to deliver the requirements of the key result areas to the best of my ability.

This Position Description will be reviewed annually in line with Council's adopted Delivery Program and Operational Plan. Key result areas and performance measures may change depending on the priorities identified in the Delivery Program and Operational Plan.



Employee

Date

I acknowledge that my role is to ensure that every opportunity is made available to the employee to meet the requirements of this Performance Agreement, including training, team support and regular performance appraisals.

Manager

Date

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