

## Position Description

Position Title	Senior Creative City Promotions Officer
Directorate	Community Strengthening
Department/Business Unit	Creative and Engaged City
Team	Creative City Promotions
Classification	Band 6
Date	September 2024

Reports to:	Team Leader Creative City Promotions
Supervises:	Marketing or Promotion Interns, Creative City Promotions Officer
Internal Liaison:	Creative and Engaged City, Community Strengthening, Communication and Marketing and other Council's departments.
External Liaison:	Theatrical producers and hirers, Media representatives, Contracted designers, Service Providers, Sponsors, Artists and other creative producers, Residents, and businesses, other Local Govt professionals.

### Position Objectives

- The Creative City Promotions Officer role is pivotal in promoting the city's arts and cultural facilities, programs, and venue hire offers. This role is integral to enhancing the city's cultural profile and driving business growth through strategic marketing initiatives. The role focuses on implementing promotional strategies and activities that increase cultural participation, brand awareness, and venue utilisation. Support the promotion of the City of Greater Dandenong's arts, community, culture, and heritage programs and venues to enhance the city's status as a thriving community and creative hub.
- Assist in the creation and implementation of innovative and effective promotional and marketing strategies, activities, and collateral that highlight Creative and Cultural programs and venues within the city.
- Collect, analyse, and interpret data related to cultural facility visitation, audience engagement, and marketing performance. Use these insights to guide decision-making and enhance promotional efforts.
- Regularly monitor the effectiveness of marketing activities in improving brand awareness, increasing visitation to cultural facilities, and growing participation in cultural programs.
- Work closely with the Council's Media and Communications Unit to ensure alignment and consistency in promotional messaging and marketing campaigns.
- Assist in developing a coordinated approach to promoting Council's cultural and community venues and activities, focusing on audience development and expanding engagement across diverse communities.
- Keep the Team Leader Creative City Promotions updated on promotional activities, outcomes, and recommendations for future improvements to ensure alignment with broader department goals.

### Key Selection Criteria

You need these essential qualifications (or experience), knowledge and skills to carry out this position

- Degree or Diploma of Marketing, Journalism, Arts Management or equivalent with at least 4 years relevant experience, or alternatively lesser formal qualifications along with substantial relevant experience.

**Relevant skills, knowledge and experience should include:**

- Demonstrated knowledge of a range of marketing techniques, including advertising, direct marketing, publicity, online/e-marketing, social networking, and other tools to effectively promote sales and increase utilisation of facilities.
- Proficiency in relevant software applications, including the Microsoft Office suite and design software, to create compelling marketing materials.
- Ability to work effectively within deadlines in a small, busy team, with high attention to detail and experience working with culturally and linguistically diverse communities.
- Well-developed communication skills, including the ability to write in various styles depending on the medium and audience, to craft persuasive marketing content.
- A creative and innovative approach to marketing, with strong communication skills and the ability to engage a broad range of stakeholders, ensuring that programs and facilities resonate with diverse audiences and drive sales.
- Management skills including ability to provide guidance and development in the supervision of interns and creative city operations staff in area of expertise, and implement personnel practices.
- Strategic thinking, planning and development skills, including ability to implement strategic marketing plans and analyse data related to cultural facility visitation, audience engagement, and marketing performance.

As part of the Key Selection Criteria, you must hold and supply these licences, registrations, certificates, etc., prior to offer of employment and commencement and continue to maintain them throughout your employment in this role with Council:

- satisfactory (and ongoing) Working with Children’s Check
- satisfactory (and ongoing) Police Check
- current valid (and ongoing) Victorian Driver’s Licence

## Position Specific Responsibilities & Skills

In this position, you are responsible for

<b>Strategy and Vision</b>	<ul style="list-style-type: none"> <li>• Support the development and implement strategic marketing plans that align with the Creative and Engaged City’s vision and objectives.</li> <li>• Collaborate with the leadership team to ensure that the department’s marketing strategies are dynamic, forward-thinking, and align with broader organisational objectives.</li> </ul>
<b>Marketing and Promotions:</b>	<ul style="list-style-type: none"> <li>• Promote Council’s cultural and community venues and associated programming, strategically managing the Creative and Engaged City’s online presence and collaborate with the leadership team to ensure the online presence is relevant, dynamic, and up to date.</li> <li>• Contribute into programs that grow participation, collaborating, and networking with relevant regional marketing stakeholders, and implementing resulting marketing and audience development strategies to drive a high level of Community engagement in Cultural venues and hubs, Programs and Events through attendance and program participation.</li> <li>• Collect, collate, and interpret statistical data to monitor and improve visitor satisfaction, brand awareness, cultural facility visitation and cultural participation, guiding program and promotional decision making and in conjunction with relevant staff and clients.</li> <li>• Developing promotional collateral and other advertising material to promote Exhibitions, Events, Community Facilities and Hub programs, Arts and Cultural programs and Drum Theatre shows.</li> <li>• Liaise with a range of stakeholders to inform the development of integrated marketing strategies developing strong and effective partnerships with Council’s Media and Communications Unit so that corporate requirements and collaborative marketing opportunities are fully maximised</li> </ul>

	<ul style="list-style-type: none"> <li>• Oversee the design of marketing material including digital and print media, developing digital / social media opportunities, enews and other promotional material for performances, exhibitions, and programs across the department, including reviewing social media responses and where required, prepare timely answers to customer questions posted on social media, in conjunction with Council's Media and Communications Unit.</li> <li>• Identify joint promotional opportunities across Council, Libraries, Arts and Culture, Community Hubs and Drum Theatre; and participate in actions to effectively cross promote where appropriate developing resulting project briefs to inform designers, publicists, and other contractors so that effective and cost-efficient marketing resources and activities can be developed and delivered.</li> <li>• Proactively develop relationships and strategic partnerships with relevant stakeholders, including media, sponsors, arts organisations, hirers, partner / sponsors, VIP's and others providing advice and having input into the development and implementation of existing and future communication and promotional plans and strategies for the department.</li> <li>• Participate in regular team meetings and support the team in a positive and proactive manner, delegating tasks to the Promotions Officer and Promotions Assistant for action and monitoring the delivery of outcomes.</li> </ul>
<b>Business growth promotion</b>	<ul style="list-style-type: none"> <li>• Develop and implementing strategies to drive sales and business growth, leveraging marketing techniques to attract new clients and retain existing ones.</li> <li>• Analyse market trends and customer data to identify opportunities for increasing facility utilisation and optimising sales strategies.</li> <li>• Create and execute targeted marketing campaigns designed to boost ticket sales, enhance revenue, and expand the customer base.</li> <li>• Evaluate the effectiveness of marketing efforts and adjusting strategies to improve performance and achieve business objectives.</li> </ul>
<b>Planning/Budgeting and Reporting:</b>	<ul style="list-style-type: none"> <li>• Draft marketing budgets and targets, track project costs, and report on expenditure to ensure delivery within designated budgets.</li> <li>• Provide regular reports and analysis on activities to Manager Creative and Engaged City</li> <li>• As directed, draft Council briefings, reports, presentations, correspondence, and other information</li> </ul>
<b>Supervision:</b>	<ul style="list-style-type: none"> <li>• Encourage and facilitate enhanced staff performance within Council guidelines and requirements</li> <li>• Undertake performance reviews for all supervised staff within agreed timeframes</li> <li>• Under direction from the Manager Creative and Engaged City follow all corporate requirements in relation to the recruitment and development of staff</li> <li>• Ensure proactive, practical approach to the professional development of staff.</li> <li>• Direct the day-to-day activities of staff and oversee workplans for each staff members</li> </ul>

## Core Organisational Capabilities

We have a Core Capability framework to help everyone succeed and develop for their current and future positions. The relevant capabilities for this position are at the back.

## REACH Values

Our REACH values define who we are and how we interact with others. They define how each of us should aim to operate in the workplace regardless of the role we hold. Our REACH values are at the back.

## Organisational Responsibilities

Everyone at Council has the following responsibilities and obligations:

<b>Emergency Management</b>	<ul style="list-style-type: none"> <li>• Help Council fulfil its emergency management obligations by assisting in emergency management activities as required</li> </ul>
<b>Occupational Health and Safety</b>	<p>All employees have responsibilities to:</p> <ul style="list-style-type: none"> <li>• Take reasonable care of their own health and safety.</li> <li>• Take reasonable care that their acts do not adversely affect the health and safety of other persons or themselves.</li> <li>• Follow policy, procedure or instructions to ensure as far as is reasonably practicable a safe workplace.</li> <li>• Report all incidents, injuries and near misses to their supervisor immediately and adhere to Council's occupational health, safety and return to work (RTW) policies and procedures.</li> <li>• Participate in health and safety training programs and initiatives.</li> </ul> <p>People managers have additional responsibilities to:</p> <ul style="list-style-type: none"> <li>• Develop, implement, promote and review Council's OHS management system within their area of responsibility.</li> <li>• Work with Health and Safety and People and Change departments to ensure accurate and timely OHS reporting, and implementation of health and safety culture, policies, procedures, and training programs.</li> <li>• Ensure employee compliance with relevant OHS regulatory requirements through local and corporate policies and procedures in order to provide and maintain a safe work environment, including providing training and guidance on OHS responsibilities.</li> <li>• Monitor and review workplace environment to identify, manage and respond to any health and safety hazards and risks, including psychosocial.</li> </ul>
<b>Child Safety</b>	<ul style="list-style-type: none"> <li>• Understand obligations and act in an appropriate manner with and around children</li> <li>• Promote positive work practices with children</li> <li>• Establish boundaries around acceptable and unacceptable behaviour in relation to children</li> <li>• Adhere to reporting obligations where there is suspected or discovered child abuse</li> </ul>
<b>Climate Change &amp; Sustainability</b>	<ul style="list-style-type: none"> <li>• Help support Council's response to the climate emergency by helping facilitate a whole -of-organisation approach where climate change mitigation and adaptation is embedded into all Council services, assets, operational and decision-making processes.</li> </ul>
<b>Compliance</b>	<ul style="list-style-type: none"> <li>• Remain mindful of the requirements of the Victorian Charter of Human Rights at all times</li> <li>• Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information.</li> <li>• Perform other duties as directed within the limits of acquired skills, knowledge, and training.</li> <li>• At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers, and employees.</li> <li>• At all times, comply with Council's Code of Conduct - Staff.</li> </ul>
<b>Diversity, inclusion and equity</b>	<ul style="list-style-type: none"> <li>• Demonstrate an understanding of and the ability to work with, diversity in the workplace, including:             <ul style="list-style-type: none"> <li>○ zero tolerance of racism and expectations that staff will act on incidents of racism</li> <li>○ supporting Aboriginal and Torres Strait Islander children to express their culture and enjoy their cultural rights.</li> </ul> </li> </ul>
<b>Gender Equality</b>	<ul style="list-style-type: none"> <li>• Support Council's response to the prevention of violence against women and workplace sexual harassment, including by modelling acceptable behaviour, and reporting improper conduct in a timely manner.</li> </ul>

## Inherent requirements of the position

These are the essential requirements of this position:

Council has a Flexible Work Policy. All staff are required to attend the workplace for the minimum number of days specified in the Policy.

### Vision and Hearing Requirements

- This position requires a vision test
- This position requires a hearing test

On a typical day, approximately this much time would be spent on the following activities:

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
<b>Working independently</b> – ability to utilise autonomy with respect to the processes by which tasks are completed. Little to no autonomy with respect to the work allocated to them by the supervisor		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Team based work</b> – works in a team of people and not exposed to isolation		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Communicating with others</b> – Verbally		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Communicating with others</b> - Written		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Focused Attention to task</b> – high levels of attention required to minimise errors and ensure accuracy		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Concentrating</b> – high levels of concentration required while completing required tasks		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Planning and sequencing tasks and activities</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Decision making</b> – required to exercise sound decision making while completing all aspects of the position		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Problem solving</b> – requirement to develop sound solutions to novel or unusual problems arising during the course of the day		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Reasoning</b> – required to exercise sound reasoning while completing all aspects of the position within defined scope		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Judgement</b> – required to exercise sound judgement while completing all aspects of the position within defined scope		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Short and long-term memory recall</b> – ready access to documented procedures or precedents to perform requirements of the position		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Emotional resilience</b> – exposure to stressful or distressing situations including meeting specified deadlines and production demands, dealing with aggressive or upset customers/clients, high conflict situations,		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
<i>general workload demands, change beyond individual's personal control</i>					
<b>Interruptions</b> – frequency of interruptions to daily work plans and requirement to change work plans at short notice		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Physical Requirements

- This position does not require more than 10-15% manual handling/physical exertion
- A task analysis exists because this position requires more than 10-15% manual handling/physical exertion

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare / Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
<b>Mobility/Postures</b>					
<b>Sitting</b> – stay in a seated position		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Standing</b> – standing in an upright position, moving less than 3 steps		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Walking</b> – In an upright position, moving more than 3 steps		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Crawling</b> – Move on the hands & knees or by dragging the body close to the ground		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Non-manual handling</b>					
<b>Crouch/squat</b> – To lower the body by bending forward from legs and spine, buttocks on or near the heels		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Kneeling</b> – To lower the body		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Bending</b> – To bend forward and down from the waist or the middle of the back, rounding the shoulders and back for more than 3 seconds		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Reaching</b> – Extending arms out in any direction		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Twisting/trunk rotation</b> – Rotating the body to one side or the other without moving the feet		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Fine manipulation/pinch grip</b> – Fingers are on one side of the object and thumb on the other, typically without the object touching the palm		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Power/open hand grip</b> – Using the whole hand to grasp an object, typically used to handle large or wide objects where the fingers are extended		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Writing/typing</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Climb ladders</b>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Climb or descend stairs</b>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Low level work</b> – Performing manual handling actions at or near ground level		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Manual Handling</b>					
<b>Lift/Carry/Hold</b> – Raising or lowering an object from one level to another and holding/transporting the object using the hands, arms or on the shoulders		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Pushing/Pulling</b> – Applying force to move something away or closer to one's self, including static positions		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare / Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
<b>Kilograms of force (kg.f)</b> – Amount of force or effort required to perform a specific task or part of a task		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Weight requirements – lift, carry, push, pull or hold</b>					
1-5kg		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5.1 – 10kg		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.1 – 15kg		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.1 – 20kg		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift floor to hip		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift waist to shoulder		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Lift overhead		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing/pulling		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Band descriptors (as defined in Council's Enterprise Agreement)

These descriptors help to classify the position:

A position in this Band has the following job characteristics:

### Accountability and Extent of Authority

- Provide specialist advice and support in area of expertise including developing relationships and strategic partnerships with relevant stakeholders, overseeing the design of marketing material, developing digital / social media opportunities, enews and other promotional material and developing and implementing strategies to drive sales and business growth. The freedom to act is subject to regulations and policies and regular supervision. The effect of decisions and actions taken on individual clients may be significant, but it is usually subject to appeal or review by more senior employees.
- Manage resources, including marketing budgets and targets, tracking project costs, and reporting on expenditure., The freedom to act is governed by clear objectives and/or budgets with a regular reporting mechanism to ensure adherence to goals and objectives. The effect of decisions and actions taken at this level is usually limited to the quality or cost of the programs and projects being managed.
- Many positions in this Band would have a formal input into policy development within their area of expertise and/or management. Where involved in policy development the work is usually of an investigative and analytical nature, with the freedom to act prescribed by a more senior position. The quality of the output can have a significant effect on the process of policy development.

### Judgement and Decision Making

- The nature of the work is usually specialised with methods, procedures and processes developed from theory or precedent. The work may involve improving and/or developing methods and techniques generally based on previous experience.
- Problem solving may involve the application of these techniques to new situations. Guidance and advice are usually available.
- Position requires an ability to work effectively with a range of stakeholders keeping them engaged and informed, work within deadlines, assist in the creation and implementation of promotional and marketing strategies and regularly monitoring and reporting on the effectiveness of marketing activities.

### Specialist Knowledge and Skills

- Relevant industry knowledge including marketing techniques, advertising, publicity, social networking, and other tools to effectively promote sales and increase utilisation of facilities.
- Proficiency in relevant software applications, including the Microsoft Office suite and design software, to create compelling marketing materials.
- An understanding of the long-term goals of the functional unit in which the position is placed and of the relevant policies of both the unit and the wider organisation.
- Familiarity with relevant budgeting techniques

### Management Skills

- These positions require skills in managing time, setting priorities, planning and organising one's own work and where appropriate that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- The position requires an understanding of and an ability to implement personnel practices including those related to equal employment opportunity, occupational health and safety and employee's development.
- Ability to guide and develop staff including interns.

### Interpersonal Skills

- These positions require the ability to gain co-operation and assistance from clients, members of the public and other employees in the administration of defined activities and in the supervision of other employees.
- All employees in this Band must also be able to liaise with their counterparts in other organisations to discuss specialist matters and with other employees in other functions in their own organisation to resolve intra-organisational problems
- Well-developed communication skills, including the ability to engage a variety of stakeholders and write in various styles depending on the medium and audience, to craft persuasive marketing content.

### Qualifications and Experience

- The skills and knowledge needed for entry to this Band are beyond those normally acquired through tertiary education alone. Relevant qualifications and experience includes Degree or Diploma of Marketing, Journalism, Arts Management and 4 years experience, or alternatively lesser formal qualifications along with substantial relevant experience.

### Verification & Approvals

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I certify that the content of this Position Description accurately reflects the overall role and accountabilities of the position:

	Name	Signature	Date
Occupant			

# Appendix

## Core Capability Framework – Team Member

### Relationship Management

Develops and maintains strong and enduring relationships with colleagues and/or external stakeholders which are built on mutual respect and commitment. Ensures that all people are treated with dignity and respect regardless of gender, ethnicity, religion or sexual orientation.

- Demonstrates respect for the wide range of views and perspectives that are expressed in their teams
- Contributes effectively to team meetings
- Demonstrates commitment to team decisions
- Demonstrates respect for other team members

### Planning & Organising

Thinks from a wholistic perspective and sees the patterns in the complex relationships that exist between the different parts of the organisation. Uses these insights to ensure that the organisation's human, physical and financial resources are effectively used in the achievement of the organisation's, team's or the role's agreed priorities.

- Is able to explain the relationship between own work activities and the goals and objectives of the team
- Prioritises work based on the needs of the team
- Shares relevant information as and when appropriate
- Consistently does her/his share of the work

### People Development

Demonstrates a deep commitment to ongoing learning and development as fundamental to the organisation's sustained success and to the realisation of the potential of its people.

- Is active in identifying opportunities for ongoing growth and development
- Seeks feedback with a view to personal and professional development
- Looks for opportunities to grow skills and knowledge
- Is proactive in managing own career development

### Future focused organisation

Is keenly aware of the social, political, economic and technological trends that impact the global and local environments and ensures these are factored into the work of individuals, teams or the organisation to deliver on the needs and expectations of the Council and the community it serves

- Incorporates key issues impacting the broader environment into the way they undertake their work
- Responds flexibly to change
- Shows resilience in times of change
- Seeks support during times of uncertainty

### Outcome orientation

Demonstrates a strong commitment to a high-performance culture by constantly striving for high quality customer service outcomes and accepting responsibility for outcomes within their control

- Demonstrates a willingness to take informed risks in solving client issues
- Ensures tasks are consistently completed to the required standard
- Responds promptly and appropriately to requests for service
- Consistently follows established practices and procedures

### Service focus

Ensures there is a focus on delivering work priorities to agreed quality and timeliness standards

- Is friendly and responsive to clients/customers
- Strives to deliver quality client/customer outcomes
- Deals with client/customer issues with concern and a sense of importance

### Self-management

- Accepts personal responsibility for outcomes within their control

Demonstrates self-awareness through understanding own responses to a range of situations as well as understanding the impact their behaviour has on others

- Demonstrates the ability to regulate and adapt behaviour according to the circumstances and the audience
- Seeks out feedback with the purpose of reflecting on work performance with a view to self-improvement
- Models Greater Dandenong's ethical and organisational standards
- Acts decisively during times of ambiguity and pressure

### **Safety, health and wellbeing**

Ensures that the safety, health and wellbeing of employees, contractors, service users and councillors is at the heart of the organisation's culture and the way work is organised and services delivered

- Actively participates in discussions and activities aimed at improving safety, health and wellbeing
- Takes responsibility for the personal safety, health and wellbeing of self and immediate others
- Supports and encourages colleagues to actively participate in safety, health and wellbeing initiatives

## **Council's REACH Values**

### **Respectful**

We respect and care about our community, each other and ourselves.

We act with integrity at all times and in all matters.

We take time to listen to and seek to understand the other point of view.

We strive to understand and respect the diversity of our community and our workplace.

We understand our role in the community and respect the responsibility that comes with

### **Creative**

We care about getting the best outcomes.

We constantly ask: What's the future and what's possible?

We have the courage to try new ideas.

We strive for excellence in everything we do.

### **Engaged**

We listen to our community and respond.

We work together with our community and each other, to achieve the best outcome.

We have the confidence to challenge the status quo, to reach for better outcomes.

We are action-oriented in identifying and responding to new challenges.

### **Honest**

We tell the truth, even when we know people may not want to hear it.

We form our opinions and give advice from sound, evidence based research.

We act with humility and apply the highest standards of ethical behaviour to everything we do.

### **Accountable**

We are proud of our city, our community and our achievements.

We spend our time and effort on solutions rather than looking for someone to blame.

We take responsibility for our actions.

