

## Position Description

Position Title	Senior Communications Adviser - Internal
Directorate	Corporate Development
Department/Business Unit	Communications & Customer Experience
Team	Communications & Engagement
Classification	Band 8
Date	June 2025
Reports to:	Manager, Communications & Customer Experience
Supervises:	Nil
Internal Liaison:	CEO & Executive team, People & Change, IT, Managers, all staff,
External Liaison:	Vendors and suppliers, unions

### Position Objectives

Your primary purpose in this position is to:

- Deliver contemporary and strategic communications to our diverse, dispersed workforce, driving engagement and supporting change
- Provide timely, accurate information to staff about our negotiations towards a new Enterprise Agreement
- Understand, define and promote the Executive's team's brand and strategic direction, including its alignment with the Council Plan 2025-29; reinforce this and find audience-appropriate ways to ensure all internal communications align with the high-level strategy
- Develop an Internal Communications strategy and plan that considers channels, content planning and engagement; propose this to the Executive Team for endorsement and then implement it.
- Promote a sense of alignment with our Council Plan, promote our Employee Value Proposition and REACH values and contribute to a cohesive, connected and engaged workforce.
- Contribute to the work of our corporate communications team in promoting our employee brand and reputation.

## Key Selection Criteria

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

- Relevant tertiary qualifications in journalism, communications or public relations or equivalent experience.
- Relevant extensive experience in corporate, internal or enterprise strategic communications, preferably in a government, NFP, health or higher education setting.
- Demonstrated experience in producing a range of content across different channels for different audiences, with strong contemporary digital capability.
- Outstanding written and oral communication, and interpersonal skills, including negotiation, influencing and problem-solving skills with an emphasis on stakeholder management.
- Excellent teamwork skills, including working collaboratively with a range of stakeholders, resolving any conflicts, utilising active listening and providing guidance and advice in area of expertise
- Excellent time management skills, including ability to work to tight deadlines, balance competing priorities and deliver quality outcomes in a timely manner
- Demonstrated stakeholder relations skills in a similar setting, being responsive and mindful of the unique cultural, political and organisational environment and displaying empathy and REACH values in all communications
- Demonstrated capability as an agile and critical thinker who can translate policy driven decisions into engaging communications, and technical jargon into plain English, with an eye to risk and ensuring accurate meaning isn't lost.

The following will be highly regarded:

- Experience in leading or producing communications in relation to enterprise bargaining negotiations
- Experience in a communications role in local government
- Experience in internal communications for an organisation with a diverse workforce of trades, professionals, outdoor workers and care workers; who are dispersed across different locations
- Experience in running staff events and engagement activities

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

## Position Specific Responsibilities & Skills

In this position, you are responsible for:

<b>Enterprise Bargaining communications</b>	<ul style="list-style-type: none"> <li>• Maintain regular communications with staff about the negotiating process, supporting People and Change to communicate in plain English, avoiding jargon but maintaining precision and accuracy</li> <li>• Provide engaging materials in various formats, including print, to ensure measurable reach and engagement</li> </ul>
<b>Internal Communications</b>	<ul style="list-style-type: none"> <li>• Understand, distil and consistently communicate the strategic direction of our Executive team and its alignment with the Council Plan 2025-29; and convey this to staff in accessible and appropriate ways.</li> <li>• Develop and implement a strategic approach to support our Council-wide communications.</li> <li>• Develop an engaging approach to channel and content strategy, including reaching our diverse workforce who may not be highly digitally connected.</li> <li>• Undertake a strategic overview on employee engagement channels and play a key role in designing a new function for enterprise communications.</li> <li>• Work alongside senior leadership to support an emerging employee brand, explain and champion our Executive agenda of Reshaping Greater Dandenong</li> <li>• Provide strategic Internal Communications advice to the Manager Communications &amp; Customer Experience and the Senior Coordinator, Media &amp; Communications.</li> <li>• Work closely with the Communications &amp; Engagement team to share content, joining their processes and ways of working with an emphasis on planning, setting targets, evaluation and reporting on outcomes to key internal stakeholders</li> <li>• Devise appropriate methods for listening to and engaging our workforce, so their views and voices are heard, including delivering actionable insights and advice back into organisational leadership and corporate services.</li> <li>• Other communications activities as required</li> <li>• Occasional out of hours work may be required</li> </ul>
<b>Events support</b>	<ul style="list-style-type: none"> <li>• Support the Office of the CEO and People and Change with the preparation of leadership forums, Lunch n Chats and staff engagement activities.</li> </ul>

	<ul style="list-style-type: none"> <li>• Help curate and communicate a program of 'In My Shoes' experiences (or similar activities) where Executive leaders shadow front line service staff</li> <li>• Prepare presentation slides and speaking notes for the CEO and others presenting internally, scripts for CEO updates and edit Executive Update content for various comms channels</li> </ul>
<b>Digital and Visual Communications</b>	<ul style="list-style-type: none"> <li>• Take photos or prepare short reels, photos and edit and curate these for internal use and on Linked In</li> <li>• Prepare internal EDMs based on existing templates</li> <li>• Create engaging social media content to promote our employee brand</li> </ul>
<b>Project management</b>	<ul style="list-style-type: none"> <li>• Manage multiple projects and content plans, ensuring regular deadlines are met while progress is made towards bigger, strategic pieces</li> <li>• Identify risks, scan the organisational landscape, make links and ensure a coherent, aligned and strategic approach to communications.</li> </ul>
<b>Support change</b>	<ul style="list-style-type: none"> <li>• Support People &amp; Culture, IT, Finance &amp; Procurement and other teams to effectively communicate changes to systems, procedures or policies affecting our people</li> <li>• Support communications for formal HR Change Proposals such as restructures</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 end.

### 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> </ul>

	<ul style="list-style-type: none"> <li>• Participate in health and safety training programs and initiatives.</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 Councils 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.

### Working out of standard business hours

- Not required.**
- This role may be subject to work related contact outside of normal business hours. (Refer to Working out of hours under Position Specific Responsibilities & Skills)**

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 checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Communicating with others</b> – Verbally		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Communicating with others</b> - Written		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Focused Attention to task</b> – high levels of attention required to minimise errors and ensure accuracy		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Short and long-term memory recall</b> – ready access to documented procedures or precedents to perform		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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>requirements of the position</i>					
<b>Emotional resilience</b> – exposure to stressful situations including meeting specified deadlines and production demands, general workload demands, change beyond individual’s personal control and unplanned, responsive work requirements.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Interruptions</b> – frequency of interruptions to daily work plans and requirement to change work plans at short notice		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Physical Requirements

This position does not require 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 checked="" 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 checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input 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,		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare / Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
	<i>typically without the object touching the palm</i>				
	<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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<b>Low level work</b> – Performing manual handling actions at or near ground level	<input checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<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 type="checkbox"/>	<input type="checkbox"/>
	5.1 – 10kg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	10.1 – 15kg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	15.1 – 20kg	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lift floor to hip	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lift waist to shoulder	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Lift overhead	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Pushing/pulling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

These descriptors help to classify the position:

### Accountability and Extent of Authority

The position is directly held responsible for:

- Providing specialist advice to internal Communications clients, subject to corporate regulations and policies and regular supervision by the Senior Coordinator Media & Communications.
- Provide formal input into the development of policy within area of expertise, as well as recommending improvements to work systems and work procedures.



- The freedom to act is wide and limited only to the areas nominated by Employer or the corporate management and subject to professional and regulatory review. The impact of decisions made or advice given may have a substantial impact on individual clients or classes of clients.

### Judgement and Decision-Making Skills

Judgement and decision-making is within the following scope:

- The work may involve improving and/or developing methods where the methods, procedures and processes are less well-defined, and employees are expected to contribute to their development and adaptation. Problem solving may involve the application of these techniques to new situations
- Meet tight deadlines imposed at short notice by reorganizing priorities and planning to meet new work requirements.
- Report major problems and issues that are outside the decision-making parameters of position requirements to supervisor or Manager.
- Decisions relating to significant expenditure require the approval of the Manager Communications & Customer Experience.
- Guidance and advice are usually available from the Senior Coordinator, Media & Communications or the Manager Communications and Customer Experience.

### Specialist Knowledge and Skills

The position requires the following essential skills and knowledge:

- Proficiency in the practice of contemporary internal and digital communications, especially within government.
- Ability to respond positively to unplanned issues and enhance the quality of communication messages prepared by other staff throughout the organisation.
- An understanding is required of the long term goals of the wider organisation and of its values and aspirations and of the legal and political context in which it operates.

### Management & Interpersonal skills

The essential position requirements include:

- Skills in managing time, setting priorities, planning and organising one's own work so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable, despite conflicting pressures.
- Self-motivation with the ability to work within minimal supervision, including establish working relationships with senior management and staff at all levels, as well as external suppliers.
- The ability to persuade, convince or negotiate with clients, members of the public, other employees, tribunals and persons in other organisations in the pursuit and achievement of specific and set objectives.

### Verification & Approvals

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

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

- Accepts personal responsibility for outcomes within their control
- 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.

