

Position Description

Position Title	Strategic Communications Adviser
Directorate	Strategic Growth and Advocacy
Department/Business Unit	Communications and Customer Experience
Team	Media and Communications
Classification	Band 6
Date	August 2025
Reports to:	Senior Coordinator Media and Communications
Supervises:	Nil
Internal Liaison:	All employees, management and councillors
External Liaison:	Media, community groups, members of the public, contractors

Position Objectives

Your primary purpose in this position is to:

- Prepare and roll out strategic communications plans for proactive and reactive campaigns across Council, including communications for engagement and consultation activities.
- Prepare, coordinate and disseminate a range of communications to internal and external audiences, through all council channels including the Greater Dandenong Council News publication.
- Write speeches and scripts for the Mayor and CEO.
- Build and nurture relationships with key internal and external stakeholders.

Key Selection Criteria

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

- Degree qualifications in journalism, media, communications, marketing, public relations, or a related field, along with relevant experience in these fields, including:
 - Demonstrated experience in working with print, digital and broadcast media including excellent writing skills across a range of products, tones, and styles, with demonstrated plain English expertise.
 - Demonstrated experience providing communications advice in a busy communications team for a complex organisation, (on matters regarding both reactive issues management and proactive promotions).
 - Demonstrated ability to manage and deal discreetly with sensitive issues and confidential matters.
 - Demonstrated experience adapting for changing priorities, planning and managing time effectively.
 - Demonstrated successful stakeholder management outcomes in situations where stakeholders have competing or conflicting priorities.
- Any of the following secondary categories of relevant experience will also be highly regarded:
 - Local government or service delivery areas of other tiers of government
 - Communications and engagement campaign planning and execution
 - Community engagement and consultation, including working with the IAP2 spectrum.
 - Photography and editing / basic video and editing, including on smart phones.
 - Graphic design on In Design, Illustrator and/or Canva
 - Building eDMs especially in Campaign Monitor, scheduling or creating social media posts
 - Experience with Drupal-based websites.
 - Brand stewardship and marketing
 - Speech writing

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:

Strategic Communications	<ul style="list-style-type: none"> Undertake strategic communications planning for projects or campaigns, including crafting key messages, risk management, stakeholder management and creative use of channels to reach relevant audiences. Develop, proofread and provide feedback on content for a range of communications channels and audiences. Assist with the coordination of print and design activities as required. Collaborate with colleagues across Council, including in the Media and Communications team, to ensure content meets campaign deadlines. Provide regular campaign updates and reflections through planning tools and one-on-one meetings with your direct manager.
Speech Writing	<ul style="list-style-type: none"> Research and prepare speeches for the Mayor and CEO. Liaise with senior staff, the Mayor and Councillors as required to refine content within tight deadlines. Use approved AI tools to enhance speeches. Prepare script and coordinate recording of on-hold messages.
Greater Dandenong Council News	<ul style="list-style-type: none"> Coordinate the production of Council's monthly publication Greater Dandenong Council News, including preparing an annual production schedule, planning articles, liaising with internal staff and external community groups for content and managing the approval process. Research and write articles for each edition of the publication. Liaise with the Mayor and Councillors to assist in the preparation of their regular reports in the newsletter. Coordinate the photography schedule for each edition of Greater Dandenong Council News. Coordinate the design, printing and distribution of Greater Dandenong Council News. Adhere to and continue to improve the process for Greater Dandenong Council News.
Media Relations	<ul style="list-style-type: none"> Assist the Senior Coordinator Media and Communications to prepare media releases and responses and disseminate to appropriate media outlets. Assist with setting up photo opportunities and media briefings as required. Maintain good working relationships with media outlets.

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.

Child Safe Organisation

Greater Dandenong City Council has zero tolerance of child abuse and is committed to creating and maintaining a child safe and child friendly City where all children are valued and protected from abuse.

Organisational Responsibilities

Everyone at Council has the following responsibilities and obligations:

Emergency Management	<ul style="list-style-type: none">• Help Council fulfil its emergency management obligations by assisting in emergency management activities as required
Occupational Health and Safety	<p>All employees have responsibilities to:</p> <ul style="list-style-type: none">• Take reasonable care of their own health and safety.• Take reasonable care that their acts do not adversely affect the health and safety of other persons or themselves.• Follow policy, procedure or instructions to ensure as far as is reasonably practicable a safe workplace.• 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.• Participate in health and safety training programs and initiatives.
Child Safety	<ul style="list-style-type: none">• Comply with the organisation's Child Safety and Wellbeing Policy, Child Safe Code of Conduct and all other Council Child Safe Policies & Procedures• Demonstrate a commitment to child safety, equity, inclusion, and cultural safety, in line with Council policies and the Victorian Child Safe Standards.• Report any child safety concerns including breaches of Child Safe Code of Conduct in line with Council policies, the Reportable Conduct Scheme, and legal obligations.
Climate Change & Sustainability	<ul style="list-style-type: none">• 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.
Compliance	<ul style="list-style-type: none">• Remain mindful of the requirements of the Victorian Charter of Human Rights at all times• Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information.• Perform other duties as directed within the limits of acquired skills, knowledge, and training.• At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers, and employees.• At all times, comply with Council's Code of Conduct - Staff.
Diversity, inclusion and equity	<ul style="list-style-type: none">• Demonstrate an understanding of and the ability to work with, diversity in the workplace, including:<ul style="list-style-type: none">○ zero tolerance of racism and expectations that staff will act on incidents of racism○ supporting Aboriginal and Torres Strait Islander children to express their culture and enjoy their cultural rights.
Gender Equality	<ul style="list-style-type: none">• 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.

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.)**

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%
Working independently – 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team based work – works in a team of people and not exposed to isolation		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicating with others – Verbally		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Communicating with others - Written		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Focused Attention to task – high levels of attention required to minimise errors and ensure accuracy		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Concentrating – high levels of concentration required while completing required tasks		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Planning and sequencing tasks and activities		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Decision making – 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"/>
Problem solving – requirement to develop sound solutions to novel or unusual problems arising during the course of the day		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Reasoning – 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"/>
Judgement – 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"/>
Short and long-term memory recall – ready access to documented procedures or precedents to perform requirements of the position		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Emotional resilience – exposure to stressful or distressing situations including meeting specified deadlines and production demands, dealing with aggressive or upset customers/clients, high conflict situations, general workload demands, change beyond individual's personal control		<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%
Interruptions – frequency of interruptions to daily work plans and requirement to change work plans at short notice		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Physical Requirements

- ☒ This position does not require more than 10% (on average) daily work rate of manual handling/physical exertion.

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare / Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Mobility/Postures					
Sitting – stay in a seated position		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standing – standing in an upright position, moving less than 3 steps		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking – In an upright position, moving more than 3 steps		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crawling – 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"/>
Non-manual handling					
Crouch/squat – 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"/>
Kneeling – To lower the body		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bending – 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"/>
Reaching – Extending arms out in any direction		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twisting/trunk rotation – 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"/>
Fine manipulation/pinch grip – Fingers are on one side of the object and thumb on the other, typically without the object touching the palm		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Power/open hand grip – 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"/>
Writing/typing		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Climb ladders		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climb or descend stairs		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low level work – Performing manual handling actions at or near ground level		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manual Handling					
Lift/Carry/Hold – 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"/>
Pushing/Pulling – 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%
Kilograms of force (kg.f) – <i>Amount of force or effort required to perform a specific task or part of a task</i>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weight requirements – lift, carry, push, pull or hold					
1-5kg		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.1 – 10kg		<input checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift waist to shoulder		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift overhead		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing/pulling		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Note: The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.

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:

- The prime responsibility is to provide specialist advice to internal and external communications clients. The freedom to act is subject to corporate regulations and policies and regular supervision by the Senior Coordinator Media and Communications.
- The effect of decisions and actions taken by this position on individual clients may be significant, but it is usually subject to appeal or review by the Senior Coordinator Media and Communications and/or Manager Communications and Customer Experience.
- Assist the Senior Coordinator Media and Communications with managing resources and providing input into the development of policy
- Where assisting with resource management, 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 in this regard is usually limited to the quality or cost of the programs and projects being managed.
- 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 Skills

Judgement and decision making is within the following scope:

- 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.

Independently

- Capacity to make independent decisions that are based on specialised knowledge and the key responsibilities of the position.
- Application of effective problem solving and conflict resolution skills in a wide variety of situations.

With input from the Senior Media and Communications Coordinator

- When the effect of decisions and actions taken by this position on individual clients may be significant.
- Decisions relating to significant expenditure require the approval of the Manager Communications and Customer Experience.

Recommends and identifies to the Senior Coordinator Media and Communications

- Report major problems and issues that arise outside the decision-making parameters of position requirements to the Senior Coordinator Media and Communications.

Guidance

- Guidance and advice are usually available from the Senior Coordinator Media and Communications and Manager Communications and Customer Experience.

Specialist Knowledge and Skills

The position requires the following essential skills and knowledge:

- Proficiency in the application of journalism and public relations disciplines, including the underlying principles as distinct from the practices.
- A thorough understanding of the long-term goals of the media and communications team is required along with the relevant policies of both the unit and the wider organisation.
- Demonstrated ability to work as an effective team member and to respond positively to unplanned issues.
- Advanced proficiency in the application of the Microsoft Office suite of products, including but not limited to Word, Outlook, Planner and Excel, as well as an understanding of web-based processes and editing software.

Management & Interpersonal skills

The essential position requirements include:

- Demonstrated self-motivation and ability to successfully manage time, prioritise, plan and organise one's own work systems and processes 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.
- Ability to write clear, concise and well-structured articles to the relevant audience.
- Ability to gain cooperation and assistance from clients, members of the public and other employees in the administration of defined activities and where appropriate in the supervision of other employees.
- Ability 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 problem.
- Excellent customer service skills, including the ability to handle confidential information and situations in a sensitive manner.
- Ability to relate to and establish working relationships with staff at all levels, including senior management.

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			

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.

