

Position Description

Position Title:	Senior Media & Communications Coordinator
Business Unit:	Media & Communications
Department:	Communications & Customer Service
Directorate:	Corporate Services
Classification:	Band 8
Date:	July 2021
Reports to:	Executive Manager Communications & Customer Service
Supervises:	Media & Communications Officer / Print Shop Coordinator
Internal Liaison:	All employees, management and Councillors
External Liaison:	Media, members of the public, community groups

1. Position Objectives

The primary objectives of the position are to:

- Prepare, coordinate, and disseminate a range of communications to internal and external audience to manage the council's media relations function.
- Manage the planning and delivery of engagement and consultation activities through a range of communications platforms.
- Introduce and continually improve dynamic, innovative and creative communication activities and solutions through videos, digital messaging, printed collateral, web content and social media content to better engage the community.
- Undertake 2IC responsibilities when the Executive Manager Communications & Customer Service is unavailable, applying well considered approaches to maintaining productivity, team cohesiveness and individual staff satisfaction relating to the day-to-day operations of the Media & Communications team.

2. Key Responsibility Areas / Position Specific Responsibilities **Also refer to Appendix 1 - Additional Key Responsibility Areas / Position Specific Responsibilities for all employees*

Main areas of responsibilities will include but is not limited to:

Media Relations

- Manage all media relationships to help influence and shape public perceptions and opinions and ensure positive media outcomes for Council.
- Prepare media releases and disseminate to appropriate media outlets.
- Prepare all media responses and quotations by liaising with senior staff and executives.
- Prepare the mayor, executive staff and/or Councillors for media interviews.
- Set up photo opportunities as required.
- Identify media exposure opportunities and pitch feature stories to daily and specialist media.
- Any other media duties as required.

Speech writing

- Coordinate the production of all speeches for the Mayor & Councillors through close consultation with the Mayor's office.
- Research and prepare Mayoral speeches as required.
- Assist with the production of speeches and/or keynote addresses for senior staff as required.

Community newsletter

- Project manage the production of council's monthly community magazine, Greater Dandenong Council News.
- Assist the Communications Officer in planning content for each edition.
- Source information write articles and gain the necessary approvals as required.
- Review, evaluate and make recommendations on the strategic direction of the publication.

Community Consultation

- Manage the planning and delivery of the organisation's engagement and consultation activities through a range of communications platforms.
- Assist staff across the organisation with the development and execution of their consultations.
- Provide specialist advice and assistance on all areas of consultation for a range of projects and initiatives.

Social Media

- Assist with the monitoring of Council's social media sites and references to Council on social media.
- Assist in the preparation of responses to customer queries on key issues.
- Plan for the inclusion of social media as part of broader communications campaigns.

Internal Communications

- Prepare internal communications messages for distribution via the council's intranet, staff newsletter and other outlets as appropriate.
- Provide internal clients with the appropriate marketing/PR/communications advice relevant to their needs.
- Assist with the development of the Media & Communications annual Business Plan and provide input to the department's quarterly report.

Corporate Communications

- Provide accurate specialist advice and solutions to the executive leadership team on communication activities, crisis management, advocacy and engagement and media management.
- Proofread a variety of corporate documents and promotional materials / articles as required.
- Prepare scripts for digital media content, ie. video messaging and animations, for use on screens and social media.
- Coordinate the production of copy for council's telephone on-hold message.
- Assist staff in other business units to plan, write and produce corporate publications, including providing advice on appropriate formats, distribution and evaluation methods as required.
- Assist business units with the development of a range of corporate communications strategies and plans.
- Provide advice and assistance to business units on launches, displays, special events and other corporate marketing activities.
- Represent the Media & Communications team and provide specialist advice on key internal committees.

Staff Recruitment, Induction, Supervision & Training

- Coordinate all activities of the direct reports, including management of leave and coordination of tasks.
- Develop, regularly review and update team procedures and processes required for the successful coordination of corporate communications activities.
- Coach team members in requirements of their roles and the organisation's expectations in line with team-based processes and procedures, Staff Code of Conduct, OHS policies / procedures, the Enterprise Agreement and other corporate policies.
- Identify and coordinate staff training and development to effectively fulfil their role and develop their skills.
- Undertake performance reviews for direct reports.
- Monitor compliance with prescribed service levels and ensure agreed standards are achieved by the team within agreed timeframes with a focus on industry best practice and organisational requirements.
- Coordinate staff recruitment requirements and participate in recruitment and induction activities as required.
- Contribute to the development and implementation of long-term staff strategies in the Media & Communications team.

Team Management

- Undertake Manager's role in the absence of the Executive Manager Communications & Customer Service.
- Manage the day-to-day operations of the Media & Communications team in Manager's absence.
- Apply well considered approaches to coordinating staff workloads in Manager's absence to maintain maximum productivity, team cohesiveness and individual staff satisfaction.
- Contribute to the preparation of the quarterly business report.

3. Overall Position Accountability and Authorities

The position is directly held responsible for:

- Well considered approaches to the delivery of a comprehensive range of information and support to the municipality within corporate guidelines, agreed timeframes and service standards.
- Where responsible for resource management, the freedom to act is governed by broad goals, policies and budgets with periodic reviews to ensure conformity with those goals and a reporting mechanism to ensure adherence to budgets. Decisions and actions taken in this regard may have a substantial effect on the Media & Communications programs or projects being managed, as well as other business units, the image, reputation, community perceptions and/or the way internal and external bodies view Council as a whole.
- Where responsible to provide specialist advice to or regulate clients, the freedom to act is subject to professional and regulatory review. The impact of decisions made, or advice given in this regard may have a substantial impact on individual clients or classes of clients.

- Where responsible for developing policy options and strategic plans relating to Media and Communications, the freedom to act is wide and limited only to the areas nominated by Employer or corporate management. The quality of the work of this position can have a substantial effect on the policies and strategic plans which are developed.
- The advice and counsel provided by this position is relied upon for guidance and part-justification for adopting particular policies the impact of which may be substantial upon the organisation and/or the community.

4. Judgement and Decision-Making Skills

Judgement and decision making will be within the following scope:

- This position generally involves both problem solving and policy development. Methods, procedures, and processes for these are less well-defined, and employees are expected to contribute to their development and adaptation.
- Applying well considered problem solving and conflict resolution skills to a wide variety of situations to achieve effective and practical solutions and ensure team cohesiveness and individual staff satisfaction.
- The work will typically require the identification and analysis of an unspecified range of options before a choice can be made.
- This position will identify and develop policy options in their own functional area for consideration and choice by the Executive Manager Communications & Customer Service or by Council.
- Guidance will be available from the Executive Manager Communications & Customer Service; however, guidance is not always available within the organisation.

5. Specialist Skills and Knowledge

The essential position requirements include:

- Proficiency in the application of Journalism and Public Relations approaches in the search for well-considered solutions to new problems and opportunities which may be outside the original field of specialisation by the employee.
- A sound understanding is required of the long-term goals of the wider organisation and of its values and aspirations, as well as of the legal, socio-economic, and political context in which Council operates, to manage the demands of internal and external stakeholders to achieve the key objectives and goals of the position.
- Where involved in developing policy options and strategic plans relating to Media and Communications, analytical and investigative skills are required to enable the formulation of policy and strategic plan options from within a broad organisation-wide framework.
- Demonstrated ability to respond positively to unplanned issues and work as an effective member of the team.
- Sound knowledge of budgeting and relevant accounting and financial procedures is essential.
- Advanced skills in the use of MS Office products, corporate EDRMS and other systems as required.

6. Management and Interpersonal skills

The essential position requirements include:

- This position requires skills in managing time, setting priorities and planning and organising one's own work, Media and Communications systems and processes and where appropriate that of tertiary qualified employees and employees with extensive experience 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.
- High level management skills are required to achieve objectives and goals, taking account of organisational and external constraints and opportunities as well as through an understanding and an ability to implement personnel policies and practices including awards, equal opportunity and occupational health and safety policies, recruitment and selection procedures and techniques, position descriptions, employee's development schemes and contribute to the development and implementation of long-term staffing strategies.
- Self-motivation with demonstrated ability to relate to and establish collaborative working relationships with senior management and staff at all levels.
- Excellent customer service skills and demonstrated ability to handle confidential information and situations in a sensitive manner and write clear, concise and well-structured articles to the relevant audience.
- Demonstrated ability to liaise with their counterparts in other organisations to discuss and resolve specialist problems and with other employees within their own organisation to resolve intra-organisational problems using highly developed interpersonal skills.

7. Qualifications and Experience (Key Selection Criteria)

Selection of the most suitable applicant will be based on the following:

Essential

- Degree qualifications in Journalism, Media and/or Communications along with extensive subsequent relevant experience. Relevant experience should include:
 - Demonstrated extensive knowledge of the operations of the print and electronic media.
 - Demonstrated ability to develop and apply well-considered solutions to problems at short notice, adapt to change and work collaboratively with the variable workloads of media/communication team members.
 - Excellent communication, professional writing, and customer service skills with demonstrated ability to work in a communication's advisory capacity to staff at all levels of an organisation.
- Demonstrated ability to operate in a busy and challenging environment, reassessing and managing changing priorities, developing work plans, and working to achieve unit goals.
- Demonstrated ability to manage confidential matters and deal discreetly with sensitive issues.
- Demonstrated commitment to working in a small close-knit team contributing to successful outcomes and team goals.

Verification

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

Prepared by:

Name:	Kylie Sprague	Signature:	
Date:	July 2021		

Manager:

Name:	Kylie Sprague	Signature:	
Date:	July 2021		

Director:

Name:	Kylie Sprague	Signature:	
Date:	July 2021		

Position Occupant:

Name:		Signature:	
Date:			

Inherent Physical Requirements of the position

Not specific to this role (the position does not require more than 10-15% manual handling. A Task Analysis to identify detailed Physical Requirements of the role is not required).

Authorised by: Kylie Sprague

Signature

Date ___/___/___

Cognitive Demand	Yes	No
Regular communication with team/work mates	✓	
Regular communication with others	✓	
Verbal instruction and supervision of others	✓	
High concentration	✓	
Planning and problem solving	✓	
Job/task organisation	✓	
Short-term memory	✓	
Long-term memory	✓	

Position Description

APPENDIX 1

Additional Key Responsibility Areas / Position Specific Responsibilities for all employees

Business Unit Responsibilities

- Undertake Emergency Management duties as required by assisting in Emergency Management activities.
- At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers and employees.
- Make an ongoing, positive contribution to the Directorate.

Change Management

- Positively embrace, adopt and meet the challenges of change as it occurs within the organisation while possessing a 'can do' attitude in order to embrace new tasks and to assist others.

Team Effectiveness

- A demonstrated ability to work in a team environment and actively participate as a committed and valued team member to ensure a cohesive approach to achieving team and corporate objectives.
- Be a team player and adopt team practices that support a team approach across the organisation by supporting each other in a team environment to recognise individual team achievements and achieve team targets.

Organisational Requirements

- A committee employee, behaving in a manner consistent with personal and professional workplace standards as outlined in Council's Code of Conduct and other Council policies, procedures and guidelines.
- In accordance with the responsibilities of your role, positively 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.
- Make a positive contribution to Council and be mindful of the requirements outlined in the Victorian Charter of Human Rights in the provision of service delivery while respecting the rights of colleagues and customers at all times.
- Act respectfully, responsibly and be accountable for your actions.
- Ensure compliance to relevant OHS regulatory requirements and implement, promote and maintain Council's OHS and return to work (RTW) policies, procedures, training programs and perform other duties as directed within the limits of acquired skills, knowledge and training
- Understanding of and ability to work with diversity within the workplace and community.
- Perform other duties as directed within the limits of acquired skills, knowledge and training.
- Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information.