

## Position Description

Position Title	Community Engagement Lead
Directorate	Corporate Services
Department/Business Unit	Communications and Customer Service
Team	Media and Communications
Classification	Band 7
Date	May 2023

<b>Reports to:</b>	Senior Media and Communications Coordinator
<b>Supervises:</b>	Nil
<b>Internal Liaison:</b>	Managers, Councillors, other Media and Communications colleagues, and all Council employees.
<b>External Liaison:</b>	Members of the Public, Community groups,

### Position Objectives

The primary purpose of this position is to:

- Deliver strong and successful Community Engagement programs to a culturally diverse community:
  - Developing stakeholder engagement strategies and activities consistent with Council's Community Engagement Policy, building, and sustaining positive and productive working relationships with several internal and external stakeholders,
  - Coordinating engagement activities, managing external facilitators where required, and assisting with all Community Engagement monitoring, evaluation, and reporting,
  - Developing an online Community Engagement resource and stakeholder engagement record keeping system,
  - Producing high quality written materials, in both traditional and digital mediums, to support engagement programs,

### Key Selection Criteria

Essential qualifications (or experience), knowledge and skills required to carry out this position:

- Tertiary Qualifications in a related field with significant relevant experience or alternatively with lesser formal qualifications with extensive relevant experience engaging with communities. Relevant skills, knowledge and experience should include:
  - Demonstrated passion for and experience in Community Engagement focused on achieving organisation and community outcomes, combined with knowledge of Community Engagement in a Local Government setting.
  - Significant knowledge of Community Engagement processes and principles combined with experience designing and delivering initiatives.
  - Demonstrated ability to work with diverse Community stakeholders about proposed changes that may have an impact on them or their families.
  - Demonstrated experience in stakeholder liaison and management, combined with experience using a range of methods to engage effectively with communities who speak English as a second language.
  - IAP2 certification and/or short course completion, combined with Qualitative and Quantitative Analysis skills.
- Strong skills in managing time, setting / handling competing priorities, planning, and organising own work.
- Highly developed interpersonal, presentation, written, and verbal communication skills, building collaborative relationships with internal, and external stakeholders and producing a range of reports.

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
- ☒ First Aid and CPR including:
  - ☒ Provide First Aid (Level 2)

## Position Specific Responsibilities & Skills

In this position, you are responsible for:

<u>Community Engagement</u>	<ul style="list-style-type: none"> <li>Update and implement Council's Community Engagement Policy and Framework</li> <li>Develop, implement, and evaluate communication and engagement plans, campaigns, promotions, and initiatives that build Community trust and pride in Council</li> <li>Actively participate in Community Engagement processes to ensure that all members of the Community are provided the opportunity to be involved and included in Council's decision making and can participate in Community life</li> </ul>
<u>Planning</u>	<ul style="list-style-type: none"> <li>Collaborate with business units to plan and design engagement on identified projects, policies, and plans,</li> <li>Research, plan, deliver and analyse internal and external engagement activities and events, aligned with Council's strategic priorities and Community expectations</li> <li>Deliver projects to scope, schedule, budget, and quality</li> </ul>
<u>Engagement tools and processes</u>	<ul style="list-style-type: none"> <li>Develop engagement processes, tools, and procedures to facilitate better Community Engagement across a diverse community</li> <li>Assist in developing content for Council's digital platform to support effective engagement</li> <li>Develop and maintain an online Community Engagement resource/ portal and stakeholder engagement record keeping system.</li> <li>Develop a cross organisational calendar of engagement events / activities</li> </ul>
<u>Capacity building</u>	<ul style="list-style-type: none"> <li>Build capacity within Council by providing advice, coaching and support to all divisions of Council in engagement, including delivery of training and awareness sessions on Community Engagement techniques.</li> <li>Manage the information gathered through the Community Engagement activities to promote sharing and learning across the organisation</li> </ul>
<u>Stakeholder Management</u>	<ul style="list-style-type: none"> <li>Provide high level strategic advice regarding effective communications and Community Engagement to senior management and Councillors</li> <li>Manage internal and external stakeholders, and external suppliers</li> <li>Build and maintain positive working relationships with internal and external customers to facilitate engagement processes and outcomes.</li> <li>Facilitate an internal Community Engagement round table.</li> <li>Continue to develop and improve engagement practice by networking with engagement staff from organisations outside Council to create a culture of Continuous Improvement</li> <li>Develop strong networks and knowledge of key Community and stakeholder groups within Greater Dandenong.</li> </ul>
<u>Other</u>	<ul style="list-style-type: none"> <li>Carry out any other relevant duties within the skills and scope of the role as directed by the Senior Media and Communications Coordinator and Executive Manager Communications and Customer Service</li> </ul>
<u>First Aid Activities</u>	<ul style="list-style-type: none"> <li>As this position is required to be active within the local community, it is preferable that the role be a First Aid Certified Officer (FACO).</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>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 type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Concentrating</b> – high levels of concentration required while completing required tasks		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Emotional resilience</b> –meeting specified deadlines and production demands, dealing with aggressive or upset customers/clients, general workload demands, change beyond individual's personal control		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Interruptions</b> – frequency of interruptions to daily work plans and requirement to change work plans at short notice		<input checked="" 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 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 checked="" 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 type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input 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 checked="" 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 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 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"/>
<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 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 type="checkbox"/>	<input checked="" 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 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:

### **Accountability and Extent of Authority**

The position is directly held responsible for:

- The delivery of a comprehensive range of information and support to the municipality within corporate guidelines, with:
  - the freedom to act governed by policies, objectives, and budgets, agreed timeframes and service standards,
  - a regular reporting mechanism to ensure achievement of goals,
  - decisions and actions taken having a significant effect on the programs or projects being managed or on the public perception of the wider organisation
- Investigating, analysing, and creating policy options relating to Community Engagement with the freedom to act generally prescribed by a more senior position. The quality of the work can have a significant effect on the policies being developed.
- Liaising effectively with both internal and external stakeholders to achieve departmental goals and set objectives of the position, providing specialist advice to stakeholders with the freedom to act being subject to professional and regulatory review. Decisions made, or advice given may have a substantial impact on individual stakeholders or classes of stakeholders.

### **Judgement and Decision-Making Skills**

Judgement and decision making is within the following scope:

#### Independently

- Apply effective problem solving and conflict resolution skills in a wide variety of situations, with capacity to make independent decisions that are based on specialised knowledge, applying methods, procedures and processes that are generally developed from theory or precedent.
- The problem-solving and conflict resolution processes come from the application of these established techniques to new situations.
- Identify and develop Community Engagement techniques for consideration by the Coordinator or Executive Manager.

#### With input from the Senior Media and Communications Coordinator

- Decisions relating to expenditure require the approval of the Senior Media and Communications Coordinator.
- Where the incumbent's decisions will have a significant effect on the department or other business units.

#### Recommends and identifies to the Senior Media and Communications Coordinator

- Solutions to unplanned issues, problems and issues that arise outside the decision-making parameters of the position.

#### Guidance

- Guidance is not always available within the organisation

### **Specialist Knowledge and Skills**

The position requires the following essential skills and knowledge:

- Proficiency in the application of theoretical or scientific Engagement disciplines in the search for solutions to new Community Engagement problems and opportunities.
- A sound understanding 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
- Policy formulation, analytical and investigative skills are required to enable the formulation of policy options from within a broad organisation-wide framework.
- Advanced skills in the use of MS Office Suite of products as well as EDM systems such as Objective and other relevant Council programs / systems.

## Management & Interpersonal skills

The essential position requirements include:

- Manage time, set priorities, plan, and organise own work in the most efficient way possible within the resources available and within a set timetable despite conflicting pressures.
- Demonstrated ability to work as an effective team member and work independently, as well as flexibility in work hours.
- Gain cooperation and assistance from stakeholders, members of the public and other employees in the administration of broadly defined activities.
- Ability to liaise with counterparts in other organisations to discuss and resolve specialist matters and with other employees in their own organisation to resolve intra-organisational problems.
- Highly effective interpersonal and presentation skills incorporating excellent verbal and written communication, active listening, facilitation, liaison, and consultation skills, including the ability to write clear, concise, and well-structured reports to the relevant audience.

## Verification & Approvals

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

	Name	Signature	Date
Prepared by	Kylie Sprague		May 2023
Manager	Emma Smith		May 2023
Director	Kylie Sprague		May 2023
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.

