

Position Title	Team Leader Creative Communications
Department	City Future
Unit	Communications
Team	Creative
Supervises	4
Reports To	Manager Communications
Grade Range	Grade I
Date Prepared	23/09/2022
Date Last Updated	2/10/2024

Our Vision & Values: A leading organisation that collaborates & innovates



We are committed to **safety**



We work as one **team**



We act with **integrity**



We care about our **customers**



We **continuously improve**

Primary purpose of position

Hands on position leading the Creative Team to support internal customers in the creation of engaging content that connects with our audience, tells a story and delivers Council's key messages to our community.

The Communication Unit operates under an agile working model. Teams are formed across the unit to deliver projects. This model promotes the development of cross-function skills and a dynamic working model.

Accountabilities






- Lead the team to provide strategic and creative advice and direction on communication initiatives.
- Work collaboratively with the Communications Unit to deliver and respond to the needs of the internal customers.
- Develop, manage, review and promote templates and/or guides that make it easy for customers to understand the services we offer.
- Assist the team by providing hands on support in creating presentations, end-to-end graphic and digital design.
- Work with the unit to monitor current media and community issues, and provide appropriate creative direction.
- Collaborate with the unit to further increase Council's online audience and digital reach.
- Constantly review and evaluate internal communication systems, using data to drive decisions.
- Collaborate to develop campaigns that promote Council and the City of Canterbury Bankstown.
- Oversee the application of the City's 'place' brand by ensuring the brand strategy and style guide are followed.
- Coordinate and maintain Council's Digital Asset Management system and production library.
- Collaborate with internal stakeholders on cross-collaboration projects and initiatives.
- Track and manage projects to meet customer timelines or internal milestones through planning and scheduling.

- Brainstorming and proactively generating innovative and relevant ideas that will drive engagement and achievement of goals.
- Identify, track and report on content metrics and benchmarks based on goals and best practice, in collaboration with the team and internal customers.
- Collaborate to create an annual team and unit plan, that aligns to Corporate Plans and Strategies
- Develop and maintain proactive relationships with internal customers.
- Actively contribute to and lead positive team culture.
- Manage an operational budget.
- Lead, manage and inspire team members towards the shared vision, values and strategy of Council.

- Any other tasks as required by Manager Communications and/or Director City Future.

Position capabilities and level

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

Capability Profile - People Leader Profile 2		
Capability Group	Capability Name	Level
 Personal Character	Lead Self	Advanced
	Display Resilience	Adept
	Act with Integrity	Advanced
	Safety and Accountability	Advanced
 Relationships	Communicate and Engage	Advanced
	Customer and Community Focus	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 Results	Plan and Prioritise	Advanced
	Think and Solve Problems	Adept
	Innovate and Improve	Adept
	Deliver Results	Advanced
 Resources	Finance	Adept
	Assets and Tools	Adept
	Technology and Information	Adept
	Procurement and Contracts	Adept
 People Leadership	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	Optimise Workforce Contribution	Intermediate
	Lead and Manage Change	Intermediate

Focus Capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least satisfactory level for a candidate to be suitable for appointment.

CBCity Capability Framework - Focus Capabilities

Group & Capability	Level	Behavioural Indicators
Personal Character		
Lead Self	Advanced	<ul style="list-style-type: none"> • Demonstrates motivation to serve the community and organisation • Initiates team activity on organisation/unit projects, issues and opportunities • Seeks and accepts challenging assignments and other development opportunities • Seeks feedback broadly and asks others for help with own development areas • Translates negative feedback into an opportunity to improve
Relationships		
Work Collaboratively	Advanced	<ul style="list-style-type: none"> • Builds a culture of respect and understanding across the organisation • Facilitates collaboration across units and recognises outcomes resulting from effective collaboration between teams • Builds co-operation and overcomes barriers to sharing across the organisation • Facilitates opportunities to develop joint solutions with stakeholders across the region and sector • Models inclusiveness and respect for diversity in people, experiences and backgrounds
Results		
Innovate and Improve	Adept	<ul style="list-style-type: none"> • Produces new ideas, approaches or insights • Analyses successes and failures in the organisation for insights to inform improvement • Identifies ways in which industry developments and trends impact on own business area • Shows curiosity in the future of the community and region and thinks creatively about opportunities for the organisation

		<ul style="list-style-type: none"> • Identifies, shares and encourages suggestions for organisational improvement • Experiments to develop innovative solutions
Resources		
Technology and Information	Adept	<ul style="list-style-type: none"> • Selects appropriate technologies for projects and tasks • Identifies ways to leverage the value of technology to achieve outcomes • Ensures team understands their obligations to use technology appropriately • Ensures team understands obligations to comply with records, information and knowledge management requirements
People Leadership		
Lead and Manage Change	Intermediate	<ul style="list-style-type: none"> • Promotes change initiatives and helps the team to understand the purpose and benefits • Provides guidance and support through change processes • Initiates improvements to work systems, processes and practices in consultation with team members • Ensures work procedures support changes • Identifies potential barriers to change and takes steps to address them

* Focus Capabilities are those judged to be the most important at the time of recruiting to the position. The mix of “focus” capabilities can change over time, reflecting changing work priorities and current team strengths.

Delegations

Decisions associated with this position are to be made in accordance with the Delegations of Authority (Policy186) approved by the General Manager.

Code of Conduct

All staff are required to adhere to the Code of Conduct (CP25).

Work Health & Safety

All staff are required to adhere to Council's WHS&E Responsibilities and Authorities document (REF229) and associated policies and procedures.

Records Management

All staff are required to comply with Council's Records and Information Management policies, procedures and guidelines.

Qualifications and Experience

Essential Qualifications

- Tertiary degree in communications, or digital/graphic design, combined with relevant industry experience.

Essential Experience

- At least five years' experience in the relevant industry and at least three years' experience in leading and managing a team in communications, creative, digital, marketing or media.
- Experience leading the creative development and implementation of effective communication strategies to elevate brand profile.
- Experience in managing multiple projects, effectively prioritising workload, meeting tight timeframes, and ensuring attention to detail.
- Strong presentation skills and demonstrated ability to educate clients about communication approaches and trends.
- Experience, or demonstrated understanding, of emerging trends and practices in print, social media and digital communications.
- Experience, or demonstrated understanding, in producing high quality, innovative and creative content.
- Experience in identifying service delivery improvement opportunities in graphic design and digital content.
- Sound working knowledge of design, video and digital content, with an ability to guide Council in the production for various types of projects.
- Demonstrated ability to build strong relationships and rapport with clients, customers, media, stakeholders, staff and all levels of management.

Desirable Qualifications and or Experience

- Understanding of Local Government and the Local Government Act.
- Demonstrated photography / videography skills.
- Demonstrated design / typography skills.
- Experience managing an operational budget in a large organisation.
- Current Class C Drivers Licence.

HUMAN RESOURCES USE (SELECT YES OR NO)	YES	NO
Does this position fall under the definition of child related employment?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does this position require incumbent to undergo criminal reference check?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does this position require incumbent to demonstrate good driving Licence class required: No Licence Required	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Will incumbent need to make disclosure of pecuniary interest?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Could there be a conflict of interest with secondary employment?	<input checked="" type="checkbox"/>	<input type="checkbox"/>