

Position Title	Civic Communications Officer
Department	Office of the CEO
Unit	Office of the CEO
Team	Mayor
Supervises	n/a
Reports To	Office Manager - Mayor
Grade	Grade H
Date Prepared	10/12/2024
Date Last Updated	24/12/2024

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

To support the Mayor and Councillors in promoting the Council's activities to the community and broader stakeholders, bringing engaging stories to life that foster interest and connection with both the media and the public. This includes providing strategic communications and engagement guidance, ensuring the effective execution of plans, and elevating the Council's profile through targeted media campaigns, expert advice, timely responses, and innovative ideas. Explore new channels and opportunities to build positive sentiment by creating compelling stories that showcase the Council's impactful contributions to the community.






Accountabilities

- Positively promote Council and the City.
- Identify and create opportunities to promote the activities and value of Council to a range of audiences and through a range of channels, leveraging the role of the Mayor as spokesperson.
- Work collaboratively to develop tactical plans to execute campaigns, and engagement and communications activities.
- Coordinate relevant content for all civic communications including writing and editing content for media release, alerts, articles, interviews and ads.
- Assist with coordinating Mayoral and Councillor responses to media enquiries and support the attendance the Mayor media interviews.
- Work with internal customers to discover stories that promote and market what we do, in line with the organisation's strategic direction and leverage opportunities to present these.
- Keep abreast of media issues relevant to the City of Canterbury Bankstown.
- Leverage Civic, Council and community events to promote the activities and value of Council.
- Coordinate Mayoral engagement, outreach activities and other civic activities as required.
- Collaborate across Council to jointly deliver and contribute to development and implementation of communications plans.
- Maintain social media communications and monitor Council-related matters on the Civic social media platforms
- Plan, generate and publish engaging and targeted social media content across the Civic social media channels and websites

- Film, edit and produce video content for civic social media channels
- Monitor and respond to social enquiries on the Civic social media including any urgent or critical issues as they arise.
- Assist in the preparation of written correspondence, speeches and talking points for the Mayor and Councillors as required
- Attend Council Meetings, and Councillor Briefings as required.
- Represent the organisation at official functions and events where there is expected media engagement or a requirement for Civic support.
- Maintain a high level of awareness of political sensitivities and discretion in the handling of confidential items.
- Additional duties as required within the limits of the employee's skill, competence and training.

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 – Senior Technical/ Professional Specialist		
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	Adept
	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	Advanced
	Deliver Results	Advanced
 Resources	Finance	Adept
	Assets and Tools	Adept
	Technology and Information	Adept
	Procurement and Contracts	Adept
 People Leadership	Manage and Develop People	N/A
	Inspire Direction and Purpose	N/A
	Optimise Workforce Contribution	N/A
	Lead and Manage Change	N/A

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		
Customer and Community Focus	Adept	<ul style="list-style-type: none"> • Demonstrates a sound understanding of the interests and needs of customers and the community • Takes responsibility for delivering quality customer- focused services • Listens to customer and community needs and ensures responsiveness • Builds relationships with customers and identifies improvements to services • Finds opportunities to work with internal and external stakeholders to implement improvements to customer services
Results		
Innovate and Improve	Advanced	<ul style="list-style-type: none"> • Encourages independent thinking and new ideas from others • Draws on developments and trends in the industry and beyond to develop solutions • Supports experimentation and rapid prototyping to test and refine innovative solutions • Develops/champions innovative solutions with long standing, organisation-wide impact • Explores creative alternatives to improve management systems, processes and practices

		<ul style="list-style-type: none"> • Contributes own knowledge and experience to staff training and development sessions
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

* 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 Chief Executive Officer.

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 qualification in media, journalism, communications, public relations or similar relevant industry qualification/experience.
- C Class Drivers Licence.

Essential Experience

- At least three years’ experience in media, communications or public relations.
- Demonstrated knowledge and experience in the use of multi-channel media, networks and other communication/engagement mediums.

- High proficiency in a range of writing styles that meet the needs of different audiences, including media releases and responses, interview briefs and talking points for a range of media platforms.
- Proven ability to translate complex issues into human language that effectively communicates to the target audience.
- Demonstrated experience in developing inspiring and engaging content.
- Proven ability to form and maintain strong relationships, trust and rapport across the organisation and the media.
- Demonstrated experience working in a fast pace environment and responding to breaking news and changing priorities.
- Ability to work nights and weekends as required.
- Demonstrated photography/videography skills in a media or communications role.

Desirable Qualifications and or Experience

- Understanding of Local Government and the Local Government Act.
- Critical thinking and creative mindset.
- Experience educating employees or clients about media and communications approaches and trends.

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: C Class Drivers Licence	<input checked="" type="checkbox"/>	<input 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"/>