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| Position Title: | Manager Community Engagement |
| Directorate: | Office of the CEO |
| Award/Agreement: | TOC Enterprise Agreement 2021 (and any subsequent agreement) |
| Classification level: | Level 10/11 Full-time (1FTE) |
| Directly reports to: | Chief Executive Officer |
| Positions under Direct Supervision: | Marketing and Communications Officer 0.5 FTE Community Events Officer 1 x FTE Claremont Town Centre Marketing Manager 0.8 FTE Arts & Culture Officer 0.6 FTE Community Engagement Officer 0.4 FTE Visual Communications Officer 0.7 FTE Administration Officer Community Engagement 0.4 FTE |

Organisational Context of Position

The Town of Claremont employs over 100 staff and is responsible for the local government area of approximately 5km². The Town has a population of approximately 10,000 people and is located in the picturesque western suburbs of Perth, Western Australia. The Town has five key goals areas: Leadership and Governance, People, Liveability, Environmental Sustainability and Prosperity.

Organisational Mission

We exist to deliver quality services for Claremont today and to build the foundation for the future.

Organisational Vision

The Town is a progressive, respectful, sustainable, local government supporting a connected, flourishing community.

Organisational Values

- **Respect:** We are responsible for how we behave in our workplace and will show respect and courtesy to all of our colleagues and customers.
- **Integrity:** We are open, accountable and honest.
- **Quality Communication:** We demonstrate our respect for our community and each other through timely, accurate and understandable communication.
- **Customer Service:** Every contact with a customer is important and an opportunity to demonstrate our commitment.
- **Excellence:** Our focus is quality outcomes achieved on time, on budget.

OBJECTIVE OF THIS POSITION

Reporting directly to the Chief Executive Officer, this key communications and engagement position is responsible for maintaining and building the Town's positive brand and social connection through:

- Excellent external communications and marketing of the Town's services, amenities and facilities.
- Delivery of high standard of community events, programs and activities to create social connection and economic development.

Objective 1: Resource Management

People

- Administer the Town's performance appraisal cycle for direct reports.
- Provide regular, consistent communication to and from team members, to support a productive and effective team.
- Provide direction and achievable goal setting to team members, while setting a good example through consistently demonstrating the Organisational Values and adhering to the Code of Conduct.

Finances

- Develop annual budgets for the portfolio in accordance with policies and procedures.
- Manage the portfolio annual budget and prepare quarterly reports on the financial status and projection of the portfolio's annual budget.
- Secure additional funding for projects and events through private and public opportunities and acquire external grants and sponsorships.

Objective 2: Communications & Marketing

- Create and write high quality content for the Town's publications, such as Flourish Magazine, Annual Report and the Annual Budget.
- Manage the internal 'Marketing Requests' service, ensuring it is in line with the organisation's style guide and Strategic Plan by ensuring efficient and timely responses.
- Produce speeches, letters and other written content for the organization.
- Coordinate the Town's online and digital media strategies, including reviewing and improving the Town's website content and analytics.
- Manage the relationships with the media, providing timely media releases and content when requested.
- Attend Council meetings and liaise with local media, as required.
- Create and implement consultation strategies, to engage the community and collect useful data.

Objective 3: Event & Project Management

- Manage the coordination of the Town's annual community events program at an approved standard in line with Town policy and procedures, to continue to build a connected community. These include ART TRA, Art Award, Christmas Carols, Celebrate Lake Claremont and A Night on Bay View Concert.
- Attend and provide on-site supervision for the Town's events and oversee the development and implementation of risk management plans for each event / project.
- Oversee the delivery of the Town's Sustainability Action Plan.

Objective 4: Partnerships

- Identify and work with stakeholders to build the positive profile of Claremont through appropriate partnerships to support events and projects. (e.g. West Australian Symphony Orchestra).
- Attend event functions and openings to develop partnerships and strengthen brand.
- Prepare MOU's and reports that strengthen aligned partnerships.
- Manage and promote the Community Funding / Partnerships program.

Objective 5: Leadership (for Managers/Senior Officers)

- Provide leadership and nurture the continual development of positions under your direct supervision.
- Provide direction and achievable goal setting to team members, while setting a good example through consistently demonstrating the organisation's Values.
- Prepare high quality quarterly reports and present at quarterly reporting meetings.
- Manage the Performance Assessment Cycle for positions under your direct supervision including annual review of position descriptions.
- Provide regular, consistent communication to and from team members, to support a productive and effective team.
- Provide technical advice and professional support to officers and others as required to resolve complex issues.
- Make suggestions and manage change that contributes to the efficiency and effectiveness of the Directorate.
- Oversee drafting and updating of work procedures, policies and procedures for the business unit.
- Report as required to the Director on workload, effectiveness and staff matters.
- Keep informed of current trends and initiatives and ensure involvement in continuing professional development.
- Provide positive representation of the Town at all times.

Objective 6: Occupational Health and Safety (For Managers/Senior Officers)

- Raising OSH awareness throughout business units.
- Facilitation of continual improvement and cultural beliefs around safety.
- Actively promote OSH and disseminate OSH information.
- Provide and maintain workplaces, plant, and systems of work such that, so far as is practicable, the employees are not exposed to hazards.
- Provide such information, instruction, and training to, and supervision of, the employees as is necessary to enable them to perform their work in such a manner that they are not exposed to hazards.
- Effectively communicate with regard to the OSH management system.
- Apply OSH and relevant legislation.
- Implement components of OSH management systems.
- Implement hazard identification, risk assessment and control.
- Implement incident investigation, reporting and record keeping.

Objective 7: Corporate Responsibility (All Staff)

- In all actions, be accountable and employ ethical decision making and good governance in line with Town's Code of Conduct, values, policies and procedures.
- Demonstrate an ongoing commitment to the Town's Customer Experience Charter.
- Provide a high level of customer service.
- Promote and maintain harmonious relationships in the workplace.
- Ensure efficient and appropriate use of resources.
- Promote the development of efficient work practices.
- Maintain good relations with the general public and promote Council's operations in a professional manner at all times.
- Adhere and follow the Town's Record Keeping Plan.
- Carry out other duties as requested by management which may be reasonably expected within the scope of the classification level and skill base of the employee.

Objective 8: Continuous Improvement (All Staff)

- Employ the mind set of continuous improvement to all work tasks.
- Support team members to review and analyse processes to identify possible improvements.
- Contribute to developing a culture of acknowledging and celebrating efforts to improve processes.

SELECTION CRITERIA

Essential

- Tertiary qualifications in a related discipline such as communications, event management, marketing, or PR.
- A minimum of 5 years' experience in a similar role involving any or all of the following: communications, events, marketing, promotions and public relations.
- Strong written communication skills transferrable for creative and factual report writing.
- Demonstrated ability to track, analyse and report on performance indicators and budget.
- Proven experience in supervising, leading, managing people.
- Ability to build positive relationships and consult, negotiate and communicate with internal and external stakeholders, including all levels of management, with professionalism and integrity.
- Demonstrated ability to implement challenging projects with competing deadlines.
- An awareness of risk and Occupational Health & Safety issues, standards and actions in events, including contractor management.
- High level customer service and political acumen.
- Ability to work weekends and out of hours.

Desirable

- Experience working in local government and / or an understanding of working in a quasi-political environment.
- First Aid Qualifications.

REQUIREMENTS

The Town requires all staff prior to commencing employment to:

- Provide an original qualification for sighting or a certified copy of qualification (where listed as Essential in Position Description).
- Provide for sighting 100 points of identification including at least one with a photograph (i.e. Driver's License and Passport or Birth Certificate).
- Complete a pre-employment medical (Town's GP to confirm fitness to work in position).
- Complete a Police Clearance (to be assessed by Human Resources).
- Provide evidence of the Right to Work in Australia.
- Sign a change of circumstances employee declaration.

Some positions may be required to undertake other checks and verifications such as Working With Children Check and these will be specifically indicated in the Selection Criteria.

PROBATION

Unless otherwise stated in a Letter of Offer, this position is subject to a 6 month probation period, at which time work performance will be reviewed to determine whether permanent appointment will proceed.

Signatures

Chief Executive Officer Approval

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| Signature | Date |
| Employee | |
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| Signature | Date |

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| Review date: | |
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