

POSITION DESCRIPTION

Position Title:	Manager Communications & Customer Relations
Award/Agreement:	TOC Industrial Agreement 2024 (and any subsequent agreement)
Classification level:	Level 11
Directly reports to:	Chief Executive Officer
Positions under Direct Supervision:	Corporate Communications Officer x 1 FTE Graphic Design Officer x 0.94 FTE Marketing and Communications Officer x 0.63 FTE Customer Relations Officers x 3.6 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

This position is responsible for maintaining and building the Town's positive brand and connection through the delivery of excellent external corporate communications and continued high satisfaction of front-line customer service.

Objective 1: Management and Leadership

- Report regularly to the CEO on outcomes, key issues, workload, effectiveness, and staff matters.
- Manage the portfolio annual budget and prepare quarterly reports on the financial status and projection of the portfolio's annual budget.
- Prepare high quality quarterly reports and present at quarterly reporting meetings.
- Provide leadership and nurture the continual professional development of positions under your direct supervision.
- 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 to the CEO and manage change that contributes to the efficiency and effectiveness of the Directorate.
- Manage the deliverables for the Customer Relations and Corporate Communications teams.
- Oversee drafting and updating of work procedures, policies and procedures for the business unit.
- Keep informed of current trends and initiatives and ensure involvement in continuing professional development.
- Write Reports to Council and attend Council meetings as required.
- Positively represent the Town.

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 Town's website, working with all stakeholders to ensure the high standard in accuracy, relevance and style of the website is adhered to.
- Oversee the promotion of specific annual celebrations and ceremonies that positively reflects the Town including NAIDOC week and Remembrance Day.
- Coordinate 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.
- Edit and proofread speeches, letters and other written content for the organisation.
- Coordinate requests for artwork and design created for the Town's services and facilities.
- 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.
- Assist the CEO with creating and implementing consultation strategies, to engage the community and collect useful data.

Objective 3: Customer Relations

- Regularly check that all initial customer enquiries including through the general phone number, front counter and Town's email in accordance with the Town's Customer Experience Charter.
- Ensure that the appearance of the reception area and team are on brand.

- Collect customer data to identify and recommend improvements to the Town website and customer interactions.
- Prepare customer relations team rosters.
- Implement relevant training and supervise the Customer Relations Officers to ensure that the customer receives the highest level of customer service as a result of their contact with Council.

Objective 4: 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 5: 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 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 6: 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.
- Demonstrated experience in a similar role involving any or all of the following: communications, marketing, journalism and public relations.
- Demonstrated experience in customer service and the ability to track, analyse and report on performance indicators and budget.
- Highly developed interpersonal, written and verbal communication skills.
- Well-developed people management skills and experience.
- Ability to build positive relationships and consult, negotiate and communicate with internal and external stakeholders, including all levels of management, with professionalism and integrity.
- Exceptional time management skills.

- 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.
- Experience in developing a new website.

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).
- Provide and maintain a Police Clearance (at employee cost).
- Provide and maintain evidence of the Right to Work in Australia.
- Complete a pre-employment medical (Town’s GP to confirm fitness to work in position) or completion of a medical questionnaire.
- 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

Interim Chief Executive Officer Approval

Signature	Date
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Employee

Signature	Date
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