

Directorate:	City Strategy, Community and Culture	Department:	Communications, Strategy and Engagement
Position Grade:	Manager	Reports to:	Director City Strategy, Community and Culture
Date:	March 2022	Version:	1.0

Organisation purpose:

The City of Prospect forms part of the iconic inner heritage suburbs of Adelaide, and is known as one of South Australia's most innovative and progressive councils. The City spans approximately 778 hectares, has a population of around 21,500 people.

The City of Prospect Strategic Plan, ***Towards 2040***, seeks to put the community at the centre of all we do as a business. Through its six strategic focus areas consisting of *Connected and Caring*, *Active and Engaged*, *Proud of our Past*, *Excited by our Future*, *Inclusive and Diverse*, *Creative and Innovative*, and *Responsible and Sustainable*, ***Towards 2040*** offers a bold vision for the City that is compelling, ambitious and exciting.



Position purpose:

At a strategic level, the Manager Communications, Strategy and Engagement is responsible for ensuring a connectivity and cohesiveness between Council's strategic and policy objectives (on the one hand), and the operational activity of the business (on the other hand).

The role will be tasked with leading Council's strategic, community, and policy planning exercises, with a view to determining the desires of Council's elected members and community, and translating these into meaningful, accessible plans that inform and direct the work of the business.

The role will also be tasked with leading all consultation and engagement exercises with the community and other external stakeholders, including on Council projects, services and initiatives, as well as in relation to reporting on achievement against strategies, policies and community plans. This will include managing Council's dedicated and well-loved Customer Service team, and coordinating and managing Council's grants application processes.

Finally, the role will work closely with the Mayor in assisting the Mayor to discharge their role as the primary spokesperson of Council. This will involve regular liaison with the Mayor, and many other stakeholders (including local residents, business stakeholders, developers, and ministers / local representatives across other levels of government).

Key accountabilities and responsibilities:

- Provide confidential high level advice to the CEO, Mayor and Executive on complex political, communications and organisational strategy and engagement matters.
- Lead the strategic planning and setting of policy direction across Council to achieve strategic objectives, and develop, implement, lead and evaluate strategic business plans that are aligned to Council's strategic objectives and support improved services delivered by the various Council portfolios.
- Initiate, drive and influence the development, delivery and evaluation of a range of high level strategies, policies, projects and initiatives to optimise and implement best practice and innovative solutions for

Council and its residents.

- Lead Council's communications strategy and operations, including management of all communications resources, channels and platforms, media interactions, and related forums.
- Work closely and independently with the office of the Mayor, assisting the Mayor to discharge their role as the primary spokesperson of Council.
- Lead and coordinate Council's community and stakeholder messaging of all kinds, including advocacy efforts across different levels of government and representative bodies.
- Lead and coordinate Council's legislative community planning exercises.
- Lead and manage Council's customer service team, ensuring that residents of the City of Prospect enjoy an excellent and sector-leading end-to-end customer experience.
- Lead and coordinate Council's community and stakeholder engagement efforts and resources, including on Council projects, services and initiatives, as well as in relation to reporting on achievement against strategies, policies and community plans.
- Coordinate and manage Council's monitoring of grant funding opportunities and applications for external grant funding, ensuring applications fit with Council strategy and policy direction, are well drafted, and give Council the best opportunity for success.
- Lead and inspire an agile, responsive, innovative, respectful, cohesive and high achieving team of people, by promoting and delivering excellent customer service standards and behaviours in accordance with Council business objectives and policies (including work health and safety, risk, dignity and respect, and equal employment opportunity), delivered in an ethical, social and environmentally responsible manner.
- Engage and consult, and build strategic and collaborative relationships with internal and external stakeholders to seek input and advice in relation to people and organisational development initiatives and industry trends, and keep abreast of current developments and emerging trends in all areas of responsibility, to proactively identify and develop strategy and actions that support the ongoing success of Council.
- Identify new strategies, initiatives, and innovative courses of action to foster a culture of continuous improvement to develop solutions to emerging challenges in a cost effective and sustainable manner, ensuring that Council is optimally leveraging opportunities and implementing best practice policies and procedures.
- Represent and highlight group achievements within the Council, community, and across the sector to promote Council as an Employer of Choice.
- Attend and represent Council at meetings as required including at industry forums, conferences and stakeholder discussions as well as meetings of Council, Committees, Workshops, Working Groups, Review Panels & Forums.
- Apply Council systems and programs, including financial, procurement, people, records, auditing, risk assessment and reporting, to progress and monitor organisational and employee performance and achievement, to ensure employees' compliance with relevant Council policies and legislation.
- Any other duties as may be directed.

Decisions made in the position:

- Decisions within delegation for financial management and people
- Decisions within delegation related to governance matters captured by this position description
- Allocation of resources to achieve operational outcomes within team

Decisions referred:

- All other decisions
 - a. *Refer to the Delegation Manual*
 - b. *Refer to the Procurement Protocol for financial delegation*

Key issues/challenges:

- Delivering results in a constantly changing and political environment
- Achieving operational outcomes within an environment of contracting resources and competing priorities
- Ensuring delivery within strict deadlines whilst managing additional projects

Key working relationships:

Internal

- Chief Executive Officer
- Mayor
- Executive and Management Team
- Director City Strategy, Community and Culture
- All staff
- Elected Members

External

- Community
- Media
- Ministers, Members of Parliament, and Electoral Candidates
- Local representatives (state and federal)
- Government Agencies
- Local Gov't collaborative bodies (ERA, GAROC, LGA, LGP, etc)
- Auditors

POSITION SPECIFICATION

This section needs to be addressed in any application for this position.

Addressing the essential and desirable selection criteria individually is highly recommended as it allows the selection committee to assess how you meet the criteria in a clear and concise way. Applicants who do not meet the essential criteria will not be considered.

ESSENTIAL CRITERIA

Qualifications/Licences

- Relevant tertiary qualification, combined with extensive practical experience, in one or more of the relevant areas:
 - Political science;
 - Economics;
 - Management;
 - Marketing / Communications;
 - Journalism;
 - Law; and/or
 - Corporate governance.
- Current Driver's Licence

Experience

The position requires the application of management skills in a diverse organisation to establish corporate goals and objectives. The applicant must have:

- Demonstrated experience in leading projects, teams and/or functions tasked at delivering high-level support to senior leaders in a political environment, in one or more of the following areas:
 - Communications;
 - Strategy / policy development;
 - Stakeholder engagement.
- Demonstrated track record in effectively working strategically and collaboratively with senior leaders in a public, private, or not-for-profit sector context, to initiate and manage complex projects or resolve high priority issues in sensitive and complex political, communications and organisational strategy and engagement matters, by leveraging advanced problem solving and decision making capabilities, to seek completion or resolution.
- Proven experience and ability to build and maintain confidence and trust with senior leaders in a business or political environment.
- Demonstrated achievements in leading and facilitating project and change management initiatives in a diverse service environment, including proven ability to lead and inspire others in working collaboratively in the delivery of strategic objectives.
- Demonstrated high level organisational skills and experience in leading and managing across a diverse portfolio of functions in the delivery of specialist professional programs and initiatives to achieve results against objectives and enhance organisation performance.
- Demonstrated experience in the development and delivery of policies, strategies and strategic business plans, and generating innovative approaches to more effectively deploy resources in delivering solutions

and services.

- High quality interpersonal, written, and oral communication skills, including the capability to negotiate and resolve issues with people at all levels and the ability to persuade and influence at a strategic and operational level.
- Ability to be flexible both in relation to job-specification and schedules

Knowledge and Skills

The position requires the application of a range of specialist knowledge and skills including:

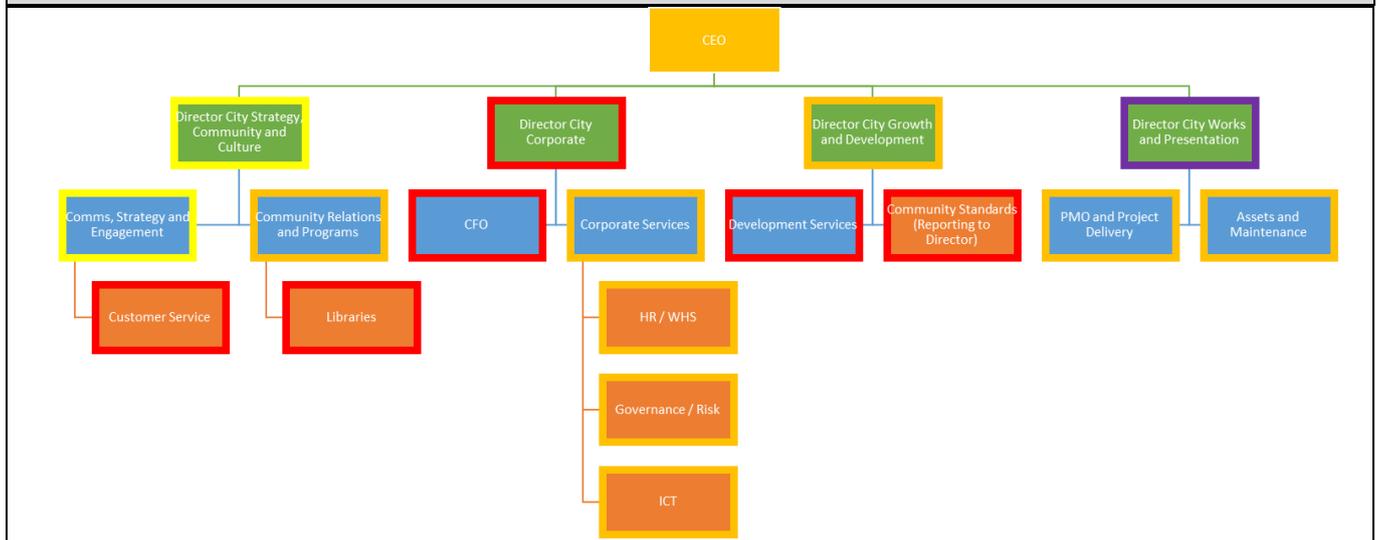
- Knowledge and skills in consulting, influencing, leadership and stakeholder management.
- Knowledge and skills necessary to promote early intervention strategies into potentially complex and sensitive matters.
- Knowledge and skills necessary to provide authoritative advice to the CEO, Mayor and Executive Leadership team.
- Knowledge of Work Health and Safety practices, the principles of Equal Employment Opportunity, ethical practice and multi-cultural diversity
- Knowledge of the Local Government Act and relevant legislation
- Demonstrated ability to work in a politically sensitive environment
- Demonstrated ability to provide authoritative advice
- Demonstrated ability to interpret and implement relevant legislation and policies

DESIRABLE CRITERIA

Qualifications/Licences/Experience/Knowledge and Skills

- Relevant post graduate qualification.
- Relevant management experience or qualifications.
- Relevant knowledge and experience in relation to the political context of state government in the State of South Australia.
- Demonstrated appreciation of the complexity of Local Government, in a particular the political, social/economic and legal frameworks.
- Knowledge of key priorities, opportunities and challenges in the inner eastern region of Adelaide.

PROPOSED ORGANISATIONAL STRUCTURE



LEADERSHIP COMPETENCIES

Leadership Competency Framework – Managers

Competency	Safety Leadership	Managerial Leadership	Business Acumen	Strategic Development and Performance Accountability	Working Collaboratively
Capability, skills, knowledge and/or experience that typify these competencies	<ul style="list-style-type: none"> Creates a safe working environment for direct reports which includes physical and psychological safety Promotes and role models safety requirements for the organisation and exercises due diligence to ensure the organisation complies with legislative requirements Ensures direct reports have the necessary knowledge, skills and experience to meet their safety responsibilities Regularly communicates the importance of organisational safety culture across the section Identifies safety concerns or incidents and reports as required Sets high standards in incident investigations through to close out, ensuring that corrective actions are robust and implemented 	<ul style="list-style-type: none"> Creates sectional structure that enables the delivery of strategies and associated management plans Empowers direct reports to deliver results and holds them accountable for the effectiveness of their leadership Leads and supports change across the organisation Provides background, context and rationale in regards to decision making and judgement Identifies opportunities to develop own leadership capability and supports development for direct reports Personally demonstrates and holds section accountable for living our values and associated behaviours 	<ul style="list-style-type: none"> Challenges the appropriateness and timing of work, in light of organisational priorities Considers and responds to budgetary implications for the whole of section and provide advice to position the organisation to meet financial challenges Identifies and where relevant leverages partnerships to support service delivery Considers and responds to relevant risks to ensure effective decision making Analyse operational systems and process to support continuous improvement and drive innovation Responds in a timely manner to business challenges and challenges relating to meeting service delivery 	<ul style="list-style-type: none"> Supports the development of the organisation's strategic intent Regularly and clearly communicate strategies to ensure a direct reports understand their role in relation to the bigger picture Sets clear sectional goals and measures aligned to the organisation's strategies and values Ensures service delivery is responsive to contemporary social trends and community concerns Ensures compliance with relevant legislation, regulation and corporate standards Develop direct reports' knowledge about the contribution of other areas to the organisation's strategic objectives 	<ul style="list-style-type: none"> Builds relationships across the organisation and externally that seek to assist in the achievement of sectional objectives Build a climate of trust and respect by openly sharing information and expertise with others Enables and encourages collaboration of the workforce across the section and wider organisation Builds and maintains effective working relationships with CEO, Elected Members, Directors, Team Leaders, team members and internal stakeholders Personally demonstrates and holds section accountable for customer service principles Considers actions and outputs and how they impact other areas in the business

CORPORATE VALUES:

OUR WORKPLACE CULTURE

You will be able to demonstrate the ability to use City of Prospect's Corporate Values as an integral component of your position within the organisation.

It is expected that every action you take, as a representative of City of Prospect will be underpinned by a commitment and belief in our Corporate Values.

Specific requirements are:

Respect

We will all feel valued

Maintain confidentiality

Value, be empathetic to individuals' opinions, beliefs and unique situations

Listen to others with an open mind and acknowledge others opinions

Acknowledge time is valuable, be on time for meeting and strive to meet deadlines

Keep people informed of the status of things that impact on them

Innovation

We are a creative and dynamic organisation

Be creative and look at new ways to approach existing tasks

Simplify and streamline systems and procedures to achieve quality outcomes and service excellence

Be solution focussed and create new opportunities

Provide and encourage feedback and fairly evaluate ideas

Acknowledge problem solving and give individuals credit where it is due

Teamwork

Working together with a positive and supportive attitude

Encourage and support others

Share information

Be flexible in our approach to work

Take ownership of our mistakes and take action to seek resolution

Offer people support and ask for it if we need it

Integrity

An environment where people understand, respect and trust each other:

Do what we say we will

Take responsibility and accountability for our actions

Act honestly in all aspects of our work

Live our values

Give and receive feedback in a respectful, honest and tactful manner

Commitment

Deliver exceptional customer service:

Demonstrate full ownership of behaviours

Be dedicated to improving what we do

Be reliable and dependable by following through on promises

Acknowledge we have internal and external customers

Own my responsibilities

Enjoyment

People are happy and proud to work here:

Demonstrate that we are driven by positive, passionate and flexible attitudes

Have a sense of humour, be friendly and smile

Believe in what we do and foster it in others

Encourage relaxed discussions and share ideas

Acknowledge, celebrate and reward successes



Manager Communications, Strategy and Engagement
POSITION DESCRIPTION

ACKNOWLEDGEMENT AND AGREEMENT

I have read and understand the requirements and expectations of this position description. I agree that I have the medical capacity to fulfil the inherent requirements of the position and accept my role in fulfilling the Corporate Values and Key Responsibilities. The City of Prospect may amend responsibilities to meet business and operational requirements as positions develop over time. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

**** Electronic Offer**** By accepting your letter of offer electronically, you are accepting the Position Description referenced in your offer.

Employee Name: _____

Employee Signature: _____ Date

CEO Name: _____

CEO Signature: _____ Date