

MANAGER, COMMUNICATIONS
POSITION DESCRIPTION
(POS2061)

Directorate:	Office of the CEO	Department:	Communications
Position Grade:	Manager	Reports to:	Chief Executive Officer
Last review:	August 2019	Next review:	August 2021
		Version No.:	1.0

Organisation purpose:

Liverpool City Council is rapidly transforming to lead the Liverpool community through a period of immense change and growth. The Liverpool Community Strategic Plan, *Our Home, Liverpool 2027*, provides a focus on working collaboratively with residents and stakeholders to ensure their present and future priorities and goals are realised. Through a four-pronged strategic vision of *Creating Connection, Leading through Collaboration, Generating Opportunity* and *Strengthening and Protecting our Environment*, Council aims to deliver both innovative and practical services to its community.

Position purpose:

Manage, direct and provide high level expert advice on a diverse and complex range of strategic and operational communications and marketing activities (including media and public affairs strategies and framework) in a proactive and efficient manner.

Through a period of continuing change and growth, drive and lead the development of an innovative and best practice communications and marketing strategy and service delivery to achieve business results against Council's strategic directions. Evaluate current and future organisational needs, and develop creative communication and marketing management strategies and responses that enable Council to achieve its business objectives.

Leading Council, and the Communications team to provide ongoing service delivery to meet Council's objectives.

Key accountabilities and responsibilities:

- Contribute to strategic planning and setting direction across Council to achieve strategic objectives, and develop, implement, lead and evaluate a strategic business plan that is aligned to Council's strategic objectives and supports improved services delivered by the communications team (including determination of budget, project methodology, approach, work plans, deployment of resources and stakeholder engagement).
- Initiate, drive and influence the development, delivery and evaluation of a range of high level communications, marketing, public affairs strategies, policies, projects and initiatives to optimise and implement best practice and innovative solutions for Council and its people.
- Lead, inspire and develop an agile, innovative, respectful, cohesive and high achieving team of people, by promoting and delivering excellent customer service standards within Council, to the community and to Councillors, in accordance with Council business objectives and policies (including work health and safety, ethical behaviour, risk, dignity and respect, and equal employment opportunity), delivered in an ethical, social and environmentally responsible manner.
- Lead, motivate, control and provide strategic direction to the Communications team to deliver high quality advice and services that are aligned to business requirements, optimise employee achievements, optimal results and performance, and embrace and engage with Council's strategic vision for change and growth.
- Engage and consult, and build strategic and collaborative relationships with internal and external stakeholders to seek input and advice in relation to communication and marketing 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.

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- Lead, direct and manage multiple complex and specialised projects that are consistent with Council objectives to deliver successful business improvements, new or revised Council services, or new strategic directions within time and budgetary requirements, which contribute to the achievement of Council objectives.
- Representing Council at meetings for media, communications and public affairs matters.
- Using 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.

Decisions made in the position:

- Strategic direction for the communications team and allocation of work to achieve Council business objectives
- Changes and improvements to the communications operations and services
- Decisions within delegation for financial and people management
- Allocation of resources to achieve strategic outcomes within the communications team.
- Expert advice (and where appropriate adoption of new approaches) to the CEO, Executive Management team, and managers on complex and/or unique communications, marketing and public affairs matters when precedent does not exist, including anticipating and managing any related risk.

Decisions referred:

- People management decision, i.e. new appointments, dismissal, restructures, salary progress
- Expenditure in excess of delegation
- New initiatives and policy changes

Key issues/challenges:

- Leading the development and implementation of communication, marketing and public affairs practices across Council.
- Understanding the nature of Council's operating environment and strategic objectives, and how to position and drive the visioning, development and implementation of strategic people management and resourcing plans which enable delivery of agreed outcomes.
- Achieving organisational acceptance and establishment of a culture that embraces ongoing business improvement and excellent customer experience.
- Leading implementation of critical and imperative changes and strategic initiatives across Council achieving high levels of ownership and compliance.
- Managing in a constantly changing and political environment
- Achieving strategic outcomes within an environment of increasing demand, contracting resources and competing priorities
- Ensuring delivery within strict deadlines whilst managing additional complex projects
- Supporting rapid city growth and diversity
- Communicating with people at levels of the organisation
- Having a "can do" attitude with the ability to analyse and solve problems at the source.

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Key working relationships:

Internal

- Chief Executive Officer
- Chief Strategy and Engagement Officer
- Executive and Management Team
- Communications Team
- All staff
- Mayor and Councillors

External

- Government Agencies
- Legal Advisors/Firms
- Local Gov't Agencies
- Various professional consultants
- External Auditors
- Community members

POSITION SPECIFICATION

Whilst the criteria described below is indicative of the nature of this role, for the purpose of this hiring process please only address the selection criteria listed in the job application.

ESSENTIAL CRITERIA

Qualifications/Licences

- Degree qualifications in public affairs, communication, government processes, media, marketing or equivalent and management experience, combined with extensive practical experience in the relevant areas in order to effectively plan, develop and control the activities of the Department
- Current Class C 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 management experience in providing leadership and strategic direction to a multi-disciplinary team to enable the delivery of the strategic objectives of the organisation and the Department.
- Demonstrated experience in managing public affairs and communications in a large organisation with political sensitivities
- Demonstrated experience in developing innovative communications products across the full range of media options
- Demonstrated experience in the development and delivery of strategic business plans and budgets, and generating innovative approaches to more effectively deploy resources in delivering solutions and services.
- Demonstrated experience in working with the Executive, managers, employees and other high level stakeholders to initiate and manage complex projects or resolve high priority often sensitive and complex political, matters, by leveraging advanced problem solving and decision making ability, to seek completion or resolution.
- Demonstrated high level experience in leading and managing a diverse communication, marketing and public affairs function in the delivery of specialist professional programs and initiatives to achieve results against objectives and enhance organisation performance.
- Excellent 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.

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 potential complex and sensitive political matters.
- Knowledge and skills necessary to provide authoritative advice to the CEO and Executive Management 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

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- 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
- Knowledge of key priorities, opportunities and challenges in Liverpool and/or South Western Sydney

This section does NOT need to be addressed in any application for this position.

The **People Capability Framework** assists Council in delivering its community priorities through its Directions, by providing a consistent approach to defining the required skills, knowledge and abilities to undertake roles within Council at all levels. The Framework is used for achievement planning and assessment, identifying individual development needs, and career planning.

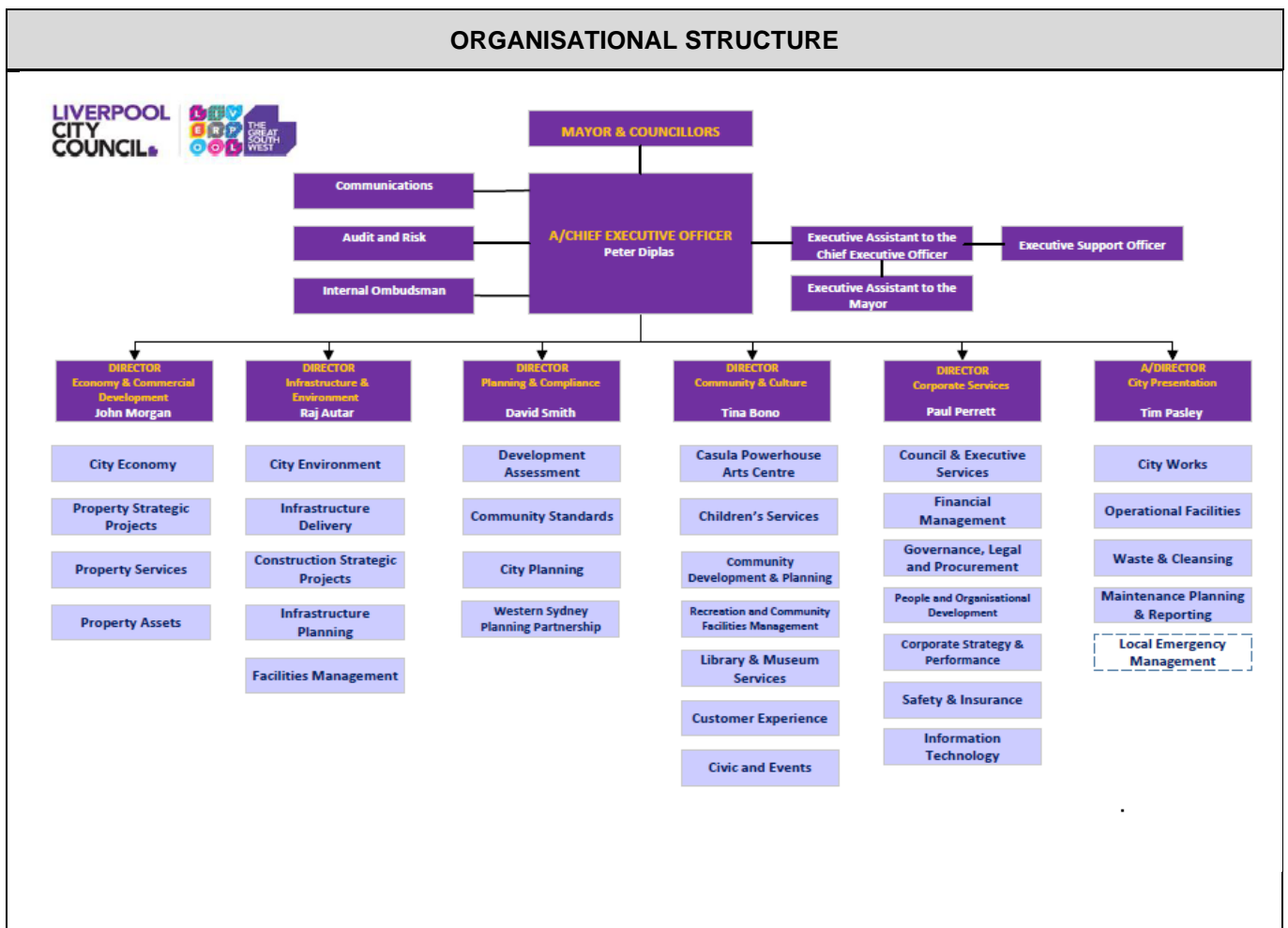
Direction	Capability	<p align="center">CORE CAPABILITIES Apply across all directions</p> <p align="center">Accountability Adaptability Communication Customer Focus Teamwork</p>
<p align="center">CREATING CONNECTION</p>	Achieving Results	
	Influence & Negotiation	
	Project Management	
	Relationship Building	
	Safety Awareness	
	Safety Leadership	
	Use of Technology	
<p align="center">STRENGTHENING AND PROTECTING OUR ENVIRONMENT</p>	Act with Integrity	
	Innovation	
	Problem Solving	
	Project Management	
	Safety Awareness	
	Safety Leadership	
	Use of Technology	
<p align="center">GENERATING OPPORTUNITY</p>	Attention to Detail	
	Decision Making	
	Influence and Negotiation	
	Personal Development	
	Project Management	
	Relationship Building	
	Self Awareness	
	Takes Initiative	
	Strategic Thinking	
	Systematic Thinking	

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<p>LEADING THROUGH COLLABORATION</p>	Coaching	
	Finance	
	Innovation	
	People Management	
	Problem Solving	
	Relationship Building	
	Self Awareness	
	Strategic Thinking	
	Systematic Thinking	



**LIVERPOOL
CITY
COUNCIL**



Our vision:

**Aspiring to do great things – for ourselves,
our community and our growing city.**

Our values:

Ambitious

Authentic

Collaborative

Courageous

Decisive

Generous