

MANAGER COMMUNICATIONS AND CUSTOMERS

POSITION NUMBER	
CLASSIFICATION & TENURE	Senior Executive Officer - Permanent Part Time (0.80 FTE)
DIRECTORATE	Community & Corporate
DEPARTMENT	Communications & Customers
LOCATION	Daylesford & various locations
REPORTS TO	Director Community & Corporate
DIRECT REPORTS	Coordinator Customer, Library and Visitors; Communications Officers (x2); and Community Engagement Specialist.

OUR VALUES



ACCOUNTABILITY

We will be responsible for our choices.

We will acknowledge and learn from our mistakes.



RESPECT

We will accept people's differences.

We will look for the best in people and their contributions.

We will treat people with respect and dignity.



EXCELLENCE

We will perform to the best of our ability.

We will commit to learning and growing.

We will strive to achieve Council's long-term vision.



TRUST

We will encourage creativity and innovation.

We will value everyone's contribution.

We will act honestly and lead by example.



FUN

We will acknowledge and celebrate our success.

We promote a healthy sense of humour.

We believe in getting involved.

POSITION PURPOSE

As organisational leaders, managers at Hepburn Shire Council play a key role in leading and driving the development of policy and services, as well as creating a positive and productive culture and work environment. At Hepburn, we are explicit in defining the purpose for our leaders; *we are united and lead with courage to inspire, attract and grow our people.*

The **Manager Communications and Customers** will lead the activity of their department towards this objective through well-developed and soundly based activities, policy and strategy leads the development and implementation of strategic communications activity, customer service standards, visitor and stakeholder engagement, and is responsible for the following Council functions:

- Corporate communications and media relations
- Community Engagement

- Customer Experience and community facility management
- Library Services
- Visitor Services
- Visitor Servicing volunteer management and support

The **Manager Communications and Customers** will support the Director Community & Corporate to review their services, ensuring synergies within the department and overall organisational fit. They will ensure that Council's activities outlined in the Council Plan and service profile are delivered, statutory obligations met, and that planning for the future is robust and well informed.

As a member of Council's Senior Leadership Team (SLT), the **Manager Communications and Customers** will work collaboratively with colleagues to ensure that opportunities for integration are maximised and community outcomes enhanced. The manager will be a regular contributor to, and sometimes leader of, cross-organisational initiatives, often outside of their normal portfolio.

KEY RESPONSIBILITIES AND DUTIES

DEPARTMENT STRATEGY AND LEADERSHIP

- Lead and direct the Communications and Customers business units to align with business goals and Council vision ensuring the effective delivery of front-line support to serve and meet the needs of our community, customers, visitors and stakeholders of Council.
- Implement Council's engagement framework, customer service strategy, and communications policy.
- Provide confidential advice on political, communications, and organisational strategy.
- Build strategic relationships, monitor industry trends, and engage stakeholders.
- Develop innovative strategies to address challenges and improve efficiency.
- Develop metrics to measure campaign effectiveness and provide strategic insights.
- Manage relationships across sectors and uphold international standards and codes of ethics in contracts and professional practices.
- Identify and review opportunities for effective engagement with visitors to the region.

DEPARTMENT MANAGEMENT AND PERFORMANCE

- 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.
- Manage Customer Experience, Libraries and Visitor Service teams including:
 - Delivery of valued and customer experience outcomes through the multiple channels of engagement.
 - Libraries teams, including the coordination and delivery of Library Services at Daylesford, Creswick, Trentham and Clunes, and customer service at Daylesford, Creswick, Clunes and Trentham.
 - Visitor Servicing including the management and delivery of three Visitor Information Centres at Daylesford, Clunes and Creswick with engaged and dedicated volunteers.

- Lead the delivery of Community Engagement for all relevant Council projects including the development, review and delivery of the Council Plan and Community Vision with Council departments.
- Developing, reviewing, implementing and monitoring service standards in accordance with Council objectives.
- Seeking to provide the best value-for-money outcomes for the community that resources allow.
- 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.
- Manage the performance of individuals and a team in a high-pressure environment, with tight deadlines and competing priorities.
- Obtaining and maintaining confidence and support of stakeholders and peers by ensuring the delivery of professional, contemporary, accurate and responsive advice, strategy and recommendations.

ORGANISATIONAL RESPONSIBILITIES

Policies, Legislation, Behaviours & Values	<ul style="list-style-type: none"> • Comply with all Council policies, procedures, and goals, including the Code of Conduct and Council’s adopted values; and the regulatory and legislative requirements relevant to the department. • Demonstrate behaviours of the highest integrity, free from bullying, harassment and discrimination.
A Safe and Healthy Workplace	<ul style="list-style-type: none"> • Embrace Council’s commitment to providing a safe and healthy working environment by performing duties in accordance with the Occupational Health & Safety Act 2004, OHS Regulations 2017, codes or practice, policies and procedures. • Ensure that due care and diligence is undertaken at all times and that actions do not create a risk to self and others • Report any matters that may impact on the safety of Council employees or citizens, assets and equipment.
Child Safe Standards	<ul style="list-style-type: none"> • Hepburn Shire Council is committed to creating a child safe organisation where children and young people are respected, valued and encouraged to reach their full potential. • Hepburn Shire Council’s policies and procedures support the implementation of requirements under the <i>Child Wellbeing and Safety Act 2005</i> and the <i>Child Safe Standards</i>. • All staff must actively contribute to a child safe and child friendly environment and are committed to continuously update their knowledge to ensure they fulfil their obligations in relation to Child Safe Standards. Council will provide access to continuous learning opportunities and develop relevant services and programs to adopt Child Safe practices.
Confidentiality	<ul style="list-style-type: none"> • Maintain confidentiality in respect of all dealings of a sensitive or confidential nature. • Ensure Council records are maintained in the approved record management system in an accurate and timely manner.
Customer Experience	<ul style="list-style-type: none"> • Promote excellence in the customer experience and in conjunction with your manager or people leader, identify, review and implement strategies to improve customer experience quality and efficiency.

Emergency Management	<ul style="list-style-type: none"> Contribute to emergency management planning and activities as they arise as well as undertake relevant training. During a CEO identified emergency an employee may be required to complete alternative work including administration, logistics and specialist support.
Corporate Training	<ul style="list-style-type: none"> Participate as directed in training and education to maintain compliance and up-to-date knowledge.
General	<ul style="list-style-type: none"> Responsibilities and duties included in this Position Description are subject to the multi-skilling provisions of the relevant Award and/or the Hepburn Shire Council Enterprise Agreement. Other duties undertaken are within the scope of the employee's skills, competence, and training, relevant to the position band, as requested by the people leader.

SELECTION CRITERIA

Selection will be based on the following Selection Criteria however, reference will also be made to other listed skills, knowledge, and attributes as required in the Position Description

- Relevant tertiary qualifications combined with extensive practical experience in one or more areas: Management, Political Science, Marketing/ Communications, Journalism, Public Relations, Tourism or similar.
- Outstanding demonstrated leadership skills including the ability to inspire and drive performance in communications, strategy and policy development and stakeholder engagement.
- Proven experience and ability to build and maintain confidence and trust with senior leaders in a business or political environment.
- 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.
- A sound understanding of key pressures and opportunities impacting on regional Victoria, the local government sector and the business areas within the organisation.
- An understanding is required of the long-term goals of the wider organisation and of its values and aspirations and of the legal and socio-economic and political context in which it operates.
- A sound knowledge of budgeting and relevant accounting and financial procedures.

OTHER REQUIREMENTS

- Maintain a satisfactory National Criminal History Check.

APPROVAL

Approved by (Department)	Director Community and Corporate
Reviewed by (P&C)	
Date	July 2024

Employee Acceptance

Your signature indicates your understanding, agreement and approval of the position description. This position description is current at the date of issue and subject to the review at least annually, in consultation with the employee.

Name	
Signature	
Date	

PHYSICAL AND PSYCHOLOGICAL REQUIREMENTS

Condition/Activity	Constant	Frequent	Occasional	N/A
Manual handling - above 5 kg below 10 kg			✓	
Manual handling - above 10 kg				✓
Manual handling – lifting above shoulder				✓
Working with arms above head				✓
Repetitive bending/twisting				✓
Using vibrating / powered hand tools				✓
Close inspection work				✓
Working in dusty / slippery / wet conditions			✓	
Wearing safety shoes/boots (steel cap)				✓
Wearing hearing / eye protection				✓
Using chemicals				✓
Repetitive hand washing / cleaning				✓
Working at heights				✓
Working in confined spaces				✓
Working in heat (over 35 C)				✓
Working in cold (under 5 C)				✓
Driving vehicles / operating plant			✓	
Using a keyboard	✓			
Writing by hand	✓			
Transcribing from hard copy			✓	
Audio transcription			✓	
Handling difficult customers onsite			✓	
Handling difficult customers offsite			✓	
Making decisions that impact on other employees (disciplinary / restructure / investigation)		✓		