

# POSITION DESCRIPTION

|                 |                                               |
|-----------------|-----------------------------------------------|
| POSITION TITLE: | <b>Communications Advisor</b>                 |
| DIVISION:       | <b>People, Customer and Communication</b>     |
| DEPARTMENT:     | <b>Strategic Communications</b>               |
| SECTION:        | <b>Communications Partnering and Delivery</b> |
| CLASSIFICATION: | <b>Band 6</b>                                 |

## POSITION OBJECTIVE:

The Communications Advisor plays a key advisory and delivery role within the Strategic Communications Department and supports the delivery of high-quality communications services across the organisation.

Working within the Communications Partnering and Delivery team, the role acts as a communications partner to assigned departments and portfolios, providing advice, planning and end-to-end delivery of communications activities that support organisational priorities, projects, programs and services.

The Communications Advisor develops and delivers integrated communications plans, campaigns and content that are audience-centred, accessible and aligned to Council priorities. The role works collaboratively across the Strategic Communications Department and the broader organisation to ensure communications activities are coordinated, effective, measurable and delivered in accordance with Council's service catalogue, governance frameworks and brand standards.

The role is responsible for managing communications projects from briefing through to evaluation, building strong stakeholder relationships and providing a responsive, professional and customer-focused communications service.

## KEY RESPONSIBILITIES AND DUTIES:

### 1. Communications Planning and Delivery

- Develop and implement communications plans, campaigns and activities that support Council projects, programs, services and organisational priorities.
- Manage communications projects from initiation to completion, including planning, content development, approvals, implementation and evaluation.
- Provide communications advice and recommendations to stakeholders on appropriate communications approaches, channels and timing.
- Develop clear and effective communications materials including key messages, articles, social media content, web content, publications, presentations, briefing materials and stakeholder communications.

- Ensure communications activities are audience-centred, accessible, inclusive and aligned to organisational objectives.
- Coordinate delivery of communications activities across channels including digital, social media, internal communications, publications, media and stakeholder engagement.
- Monitor and evaluate communications activities and provide reporting and recommendations for continuous improvement.
- Support delivery of integrated campaigns that contribute to organisational and community outcomes.

## 2. Business Partnering and Stakeholder Management

- Build productive working relationships with assigned departments, project teams and stakeholders across the organisation.
- Act as a key communications contact for allocated portfolios and projects.
- Participate in forward planning discussions with stakeholders to identify communications opportunities, risks and upcoming priorities.
- Provide responsive, professional and customer-focused communications support that builds confidence in the Strategic Communications Department.
- Assist stakeholders to navigate Council's communications processes, governance requirements and service catalogue.
- Manage stakeholder expectations regarding priorities, timeframes and deliverables.
- Work collaboratively with subject matter experts to translate complex information into clear and engaging communications.

## 3. Service Catalogue and Project Management

- Deliver communications services in accordance with the Strategic Communications service catalogue and agreed service standards.
- Utilise Council's communications briefing and project management systems to manage workflow, priorities and reporting.
- Assess communications requests and ensure activities are appropriately scoped, prioritised and delivered.
- Maintain accurate project records, timelines, approvals and reporting requirements.
- Contribute to workload planning and prioritisation activities across the Communications Partnering and Delivery team.
- Support consistent and efficient communications processes across the organisation.

## 4. Reputation and Risk Awareness

- Identify potential communications, reputational or stakeholder risks and escalate appropriately.
- Support implementation of issues management and communications responses as required.

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|                                                                                                                                                    | <b>Author:</b> Manager Strategic<br>Communications | <b>Review Date:</b> July 2027   |

- Ensure communications activities align with Council policies, governance requirements, organisational priorities and brand standards.
- Exercise sound judgement when managing communications activities in complex or sensitive environments.
- Maintain awareness of emerging issues and stakeholder considerations that may impact communications outcomes.

## 5. Collaboration and Continuous Improvement

- Work collaboratively with Communications Advisors, Senior Communications Advisors and specialist communications teams to deliver integrated communications outcomes.
- Contribute to the continuous improvement of communications systems, processes, templates and governance frameworks.
- Promote best-practice communications approaches across the organisation.
- Share knowledge, learnings and insights with colleagues to support capability development.
- Participate in departmental planning, service reviews and continuous improvement initiatives.
- Represent the Strategic Communications Department in meetings, workshops and working groups as required.

### ORGANISATIONAL RELATIONSHIPS:

|             |                                                                       |
|-------------|-----------------------------------------------------------------------|
| Reports to: | Senior Communications Advisor, Communications Partnering and Delivery |
| Supervises: | Nil                                                                   |

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|                    |                                                                                                                               |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Internal Contacts: | CEO, Executive Leadership Team, Senior Leadership Team, Mayor and Councillors, Managers, Coordinators, Team Leaders and staff |
| External Contacts: | Residents, media, government stakeholders, community organisations, suppliers, agencies and external partners.                |

## ORGANISATIONAL CONTEXT

### VISION

Hume City Council will be recognised as a leader in achieving social, environmental and economic outcomes with a common goal of connecting our proud community and celebrating the diversity of Hume.

### MISSION

To enhance the social, economic and environmental prosperity of our community through vision, leadership, excellence and inclusion.

### OUR VALUES

At Hume City Council, our Values underpin everything that we do.



**We're better, every day**

We give things a go and value progress over perfection. We have permission to go for it and are expected to reflect and learn.



**We're in it together**

At Hume, everyone matters. We welcome and include all. Respect and safety are expected.



**We show up**

We empower and trust others and own our work. We rise to the challenges and are expected to do what we say we will.



**All for Hume**

We strive to achieve our best for the Hume Community. We are proud and passionate about working towards better outcomes and expect that they are at the centre of everything we do.

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## WORK HEALTH & SAFETY (WHS)

Employees are required to participate in the WHS process by:

- Following established safe working instructions, procedures and policies.
- Taking reasonable care for their own Work Health and Safety and that of others.
- Seeking assistance when unsure of practices, procedures and policies to perform a task.
- Reporting all incidents, injuries, near misses, damage to property and hazards as soon as practicable to their supervisor and the WHS Team.
- Actively participating and contributing to inspections, audits, team meetings and training.
- Ensure that relevant WHS legislation is complied with.

## RISK MANAGEMENT

Contribute to a positive risk management culture by complying with the *Risk Management Policy*, assisting with the implementation of the Risk Management Strategy and reporting risk management concerns and improvements to their supervisors and/or managers.

Manage risks in area of responsibility by complying with the WHS Policy and Processes and implementing appropriate risk management strategies.

Demonstrate Council's commitment to implementing best practice risk management processes.

## STATEMENT OF COMMITMENT TO CHILD SAFE STANDARDS

Hume City Council is a child safe organisation with zero tolerance for child abuse. Council adheres to the Victorian Child Safe Standards and related legislation and Council acknowledges the cultural safety, participation and empowerment of all children, especially children from Aboriginal and Torres Strait Islander, or culturally and/or linguistically diverse backgrounds and those with a disability. As such, all staff must ensure that their behaviours and actions are consistent with these standards.

## SERVICE PLANNING & CONTINUOUS IMPROVEMENT

It is a requirement of the Service Performance Principles of the *Local Government Act 2020* for Councils to continuously improve service delivery and service performance. Managers and Coordinators are responsible for undertaking service planning and continuous improvement in their area/s of responsibility and ensuring implementation of service plan actions in accordance with Council's Service Planning Framework.

## ASSET MANAGEMENT

Staff are responsible for undertaking Asset Management functions in accordance with Council's Asset Management Policy to ensure Council assets continue to be appropriately managed and maintained.

## ENVIRONMENTAL SUSTAINABILITY

Hume City Council has a strong and enduring commitment to environmental sustainability and prides itself on its leadership on a range of environmental issues. Council's Waste & Sustainable team and Climate Action Integration team lead Council activities in this area, however all Council departments have a direct responsibility for implementing

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environmental sustainability actions across all Council operations and services to the community.

Council's *Live Green Work Green* employee behaviour change program encourages staff participation in reducing the environmental impact of Council operations. Staff are encouraged to join the environmental leadership team, the *Green Team*, which guides action in this area.

## HUMAN RIGHTS APPLICATION

As a public authority Council is legislated to act in ways that are compatible with human rights. The Charter of Human Rights and Responsibilities Act 2006 (Vic) provides a framework to guide decision making, to manage risks and to ensure the business of government is carried out in a balanced, transparent, and accountable way. As an employee of a public authority consideration of the human rights of all who Council aims to serve facilitates the improved provision of services, policies and strategies.

### POLICE CHECK:

The incumbent must have and maintain a current Police Check

Mandatory  
for all Hume  
City Council  
Employees

### WORKING WITH CHILDREN CHECK:

The incumbent must have and maintain a current Working with Children Check

☒ YES ☐ NO

### PRE-EMPLOYMENT MEDICAL CHECK

The incumbent must undergo a Pre-Employment Medical Check Medical (including fitness for work and functional capacity assessments, muscular-skeletal screening and drug & alcohol test. May also include cognitive assessment.)

☐ YES ☒ NO

Audio Test

☐ YES ☒ NO

### PSYCHOMETRIC ASSESSMENT

The incumbent must undergo a series of psychometric assessments (Psychometric testing can take various forms, such as numerical, mechanical, logical, verbal, or skills tests) to ensure suitability for the position

☐ YES ☒ NO

### OTHER DUTIES

Responsibilities and duties included in this position description are subject to the *Multi-skilling* provisions of the *Hume City Council Enterprise Agreement* as varied from time to time.

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## ACCOUNTABILITY AND EXTENT OF AUTHORITY:

The incumbent is responsible and accountable for:

- Manage communications projects and campaigns across assigned portfolios.
- Determine appropriate communications tactics, channels and implementation approaches. The freedom to act is governed by clear objectives and/or budgets.
- Formal input into policy development as directed by the Senior Communications Advisor, Communications Partnering and Delivery
- 
- Ability to provide specialist advice to people unfamiliar with communication principles.
- Escalate reputational, political and organisational risks where required.
- Supporting consistent application of Council's brand, communications standards and governance requirements.
- Ensuring communications activities align with Council objectives, policies and community expectations.
- Displaying and promoting Our Hume Values & Guiding Behaviours.
- Maintaining knowledge of and working within Organisation Policies and Procedures including WHS, EEO and Code of Conduct.
- Authorising payment of accounts in accordance with Council's purchasing policy.

## JUDGEMENT AND DECISION MAKING:

The incumbent is responsible and accountable for:

- Sound political awareness and the ability to manage sensitive stakeholder environments.
- Improving and/or developing methods and techniques based on previous experience. Guidance and advice usually available .
- The ability to exercise initiative, discretion and independent judgement.
- Strong prioritisation and negotiation capability in a fast-paced and complex environment.
- The ability to identify reputational risks and determine appropriate escalation pathways.
- Strategic decision-making in relation to communications planning, stakeholder management and issues management.

## SPECIALIST KNOWLEDGE AND SKILLS:

The following knowledge and skills are required to be utilised:

- Knowledge of strategic communications and stakeholder management.
- Strong understanding of contemporary communications channels, audience behaviours and integrated communications approaches.
- Demonstrated experience in strategic advisory and organisational communications.
- Understanding of local government operations, political environments and governance processes.
- High-level analytical, strategic thinking and problem-solving skills
- Excellent written communication, editing and messaging development skills.
- Strong project management and campaign planning capability.

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- Knowledge of accessibility, multicultural communications and customer-centred communications principles.
- An understanding of relevant budgeting techniques.

### MANAGEMENT SKILLS:

The following management skills are required to be utilised:

- Ability to operate with minimal supervision and show high levels of initiative.
- Ability to maintain professionalism, integrity and confidentiality.
- Strong stakeholder management and negotiation skills.
- Skills in managing time, setting priorities, planning and organising one's own work and where appropriate that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Ability to manage multiple competing priorities in a dynamic environment.

### INTERPERSONAL SKILLS:

The following interpersonal skills are required to be demonstrated:

- Ability to gain cooperation and assistance from people with diverse backgrounds and cultures, both within and external to the organisation, to achieve the objectives of this position.
- Liaise with key stakeholders to discuss specialist matters and with other employees in other functions resolve intra-organisational problems.
- Ability to communicate effectively and consult in a socially and politically sensitive environment.
- Ability to manage difficult conversations professionally and constructively.

### QUALIFICATIONS AND EXPERIENCE:

The following qualifications and experience are required for the position:

- Tertiary qualifications and/or substantial demonstrated experience in communications, public relations, marketing, journalism or related discipline, with substantial relevant experience.
- Demonstrated significant experience in strategic communications, stakeholder engagement and issues management.
- A strong understanding of local, state and federal government and experience working in a political environment.
- Experience developing and delivering integrated communications campaigns and strategies.
- A current driver's licence.

### TASK ANALYSIS

In undertaking the inherent requirements of their duties, a person in this position may be expected to work in or be exposed to the following conditions or activities as marked.

| Condition/Activity                    | Constant                 | Frequent                 | Occasional               | N/A                                 |
|---------------------------------------|--------------------------|--------------------------|--------------------------|-------------------------------------|
| Manual handling weights – above 10kgs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| – below 10kgs                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

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|                                                                                 |                                     |                                     |                          |                                     |
|---------------------------------------------------------------------------------|-------------------------------------|-------------------------------------|--------------------------|-------------------------------------|
| Manual handling frequency                                                       | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Repetitive manual work                                                          | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Repetitive bending/twisting                                                     | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Repetitive kneeling/squatting                                                   | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Working with arms above head                                                    | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Lifting above shoulder height                                                   | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Using hand tools – vibration/powered                                            | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Operating precision machinery                                                   | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Close inspection work                                                           | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Wearing hearing protection                                                      | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Wearing eye protection                                                          | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Wearing safety shoes/boots (steel cap) / gum boots                              | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Wearing other relevant PPE                                                      | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Working in dusty conditions                                                     | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Working in wet/slippery conditions                                              | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Working with chemicals/solvents/detergents                                      | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Washing hands with soap (hygiene)                                               | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Working at heights                                                              | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Working in confined spaces                                                      | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Working in chillers (+4 degrees C)                                              | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Performing clerical duties                                                      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            |
| Working on a keyboard                                                           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/>            |
| Driving cars and/or trucks                                                      | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Other (please specify)                                                          | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Other special features (e.g. nature of chemicals, travelling requirements etc): |                                     |                                     |                          |                                     |
|                                                                                 |                                     |                                     |                          |                                     |
|                                                                                 |                                     |                                     |                          |                                     |

### VARIATION TO CONDITIONS OF EMPLOYMENT:

These conditions of employment, your duties and your location may be varied by Council during the term of your employment.

The key responsibilities and duties in this position description are to be undertaken in accordance with the General Employee Handbook.

### 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:

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1. Tertiary qualifications in Communications, Public Relations, Marketing, Journalism or a related discipline, or equivalent substantial relevant experience.
2. Demonstrated experience developing and delivering communications plans, campaigns and content in a complex organisation.
3. Strong stakeholder relationship management and customer service skills.
4. Demonstrated ability to manage multiple communications projects and competing priorities.
5. Excellent written and verbal communication skills.
6. Experience developing content across a range of communications channels.
7. Demonstrated ability to identify communications risks and apply sound judgement.
8. Experience using project management systems and structured workflows.
9. Commitment to continuous improvement and collaborative ways of working.

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