

POSITION DESCRIPTION

POSITION TITLE:	Senior Corporate Communications Lead
POSITION NO:	103996
DIVISION:	People, Customer and Communication
DEPARTMENT:	Strategic Communications
SECTION:	Corporate Communications and Reputation
STATUS:	12-month fixed term
CLASSIFICATION:	Band 7
LOCATION:	Broadmeadows Office and working from home
DATE:	June 2026

POSITION OBJECTIVE:

The Senior Corporate Communications Lead plays a lead strategic advisory role within the Strategic Communications Department and acts as a trusted business partner to the organisation.

The role is responsible for leading corporate, executive and reputational communications across Council and providing high-level strategic communications advice to the CEO, Executive Leadership Team, Senior Leadership Team, Mayor and Councillors.

The position leads integrated communications planning and delivery for major organisational priorities, executive communications, issues management, organisational change and high-risk or politically sensitive matters, while safeguarding and enhancing Council's reputation.

The role develops strategic communications approaches that are audience-centred, insight-led and aligned to Council priorities and community expectations, ensuring communications activities are proactive, coordinated, accessible and effective.

The Senior Corporate Communications Lead provides strategic oversight and guidance to advisors and contributes to a high-performing, trusted and customer-focused communications service.

KEY RESPONSIBILITIES AND DUTIES:

1. Executive and Corporate Communications

- Support the Coordinator, Corporate Communications in leading strategic communications support for the CEO, Executive Leadership Team, Mayor and Councillors.
- Develop strategic messaging, corporate narratives and integrated internal and external communications approaches for major organisational priorities, initiatives and sensitive matters.
- Lead communications planning and delivery for organisation-wide initiatives including all-staff forums, leadership communications

including regular directorate communications, organisational updates and major internal announcements, as well as corporate brand and storytelling across external channels.

- Prepare high-level communications materials including speeches, briefing notes, talking points, presentations, executive correspondence and key messaging.
- Ensure leadership communications are clear, aligned, audience-centred and support organisational priorities and culture.
- Support strategic communications for organisational change, transformation, service reviews and corporate initiatives.
- Act as a senior member of the team, supporting the Coordinator through day-to-day operational leadership, workflow coordination and mentoring of advisors, and stepping in to lead communications activities or represent the team as required.

2. Reputation, Issues and Risk Management

- Lead reputational risk assessment and communications mitigation planning across organisational initiatives and issues.
- Provide high-level strategic advice on politically sensitive, complex or high-risk communications matters.
- Support the coordination and management of issues, crisis and emergency communications responses.
- Monitor emerging issues, community sentiment, stakeholder environments and media activity to proactively identify risks and opportunities.
- Develop issues management strategies, escalation approaches and communications recommendations for senior leadership.
- Exercise sound political awareness, judgement and discretion in managing sensitive organisational matters.
- Ensure communications activities align with Council policies, governance requirements, organisational priorities and brand standards.

3. Media and Organisation Narrative

- Support with strategic media planning and proactive storytelling opportunities that strengthen Council's reputation and support organisational priorities.
- Coordinate high-risk media responses, statements and messaging for complex issues and major organisational matters.
- Support media engagement strategies and executive spokesperson preparation.
- Develop and oversee key messages and communications materials that ensure consistent and credible public positioning.
- Work collaboratively with internal stakeholders to identify opportunities to promote Council achievements, priorities and outcomes.

4. Strategic Advisory and Business Partnering

- Act as a trusted communications advisor and strategic business partner across assigned portfolios and directorates.
- Build and maintain strong professional relationships with senior stakeholders across the organisation.
- Provide strategic communications advice that supports informed

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decision-making, organisational objectives and community outcomes.

- Facilitate strategic communications planning and forward planning discussions with stakeholders to support proactive and coordinated delivery.
- Manage complex and competing stakeholder requests through effective prioritisation, negotiation and relationship management.
- Influence stakeholders to adopt best practice communications approaches aligned to organisational priorities and reputational considerations.
- Provide strategic oversight and guidance to Communications Advisors and support integrated communications delivery across the department.

5. Leadership and Continuous Improvement

- Provide mentoring, guidance and support to Communications and Media Advisors and contribute to a collaborative and high-performing team culture.
- Contribute to continuous improvement initiatives, governance frameworks, communications processes and service delivery models.
- Support implementation of the Strategic Communications service catalogue, business partnering model and organisational communications frameworks.
- Promote innovation, best practice communications approaches and customer-centred service delivery across the organisation.
- Participate in service planning, workload prioritisation and operational planning activities as required.
- Represent the Strategic Communications Department in internal and external meetings, forums and working groups as required.

ORGANISATIONAL RELATIONSHIPS:	
Reports to:	Coordinator, Corporate Communications and Reputation
Supervises:	Nil
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

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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.

Managers, Coordinators, Team Leaders and Supervisors are required to participate in the WHS process by:

- Assist with the implementation of WHS policies, procedures, guidelines, work instructions and Control Plans.
- Consult with employees on WHS issues and support Health & Safety Representatives in their duties and/or requests.
- Discuss WHS issues as a part of team meetings.
- Conduct and document system reviews and inspections of employees and contractors with assistance from the WHS Team, manager(s), Health & Safety Representatives and/or employees.
- Ensure appropriate training and instruction is given to personnel allowing them to complete jobs safely and without risks to health and safety.
- Take appropriate action to alleviate any hazards, unsafe acts or omissions that are observed or brought to their attention and provide appropriate feedback and support.
- Conduct effective induction of all employees, followed by ongoing training to develop and maintain a high level of WHS awareness.
- Assist with the implementation of Return to Work Plans.
- 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

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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 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.

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.

ACCOUNTABILITY AND EXTENT OF AUTHORITY:

The incumbent is responsible and accountable for:

- Support the Coordinator, Corporate Communications and Reputation in leading corporate, executive and reputational communications activities.
- Managing complex, politically sensitive and high-risk communications matters

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with a high degree of autonomy.

- Supporting the Coordinator, Corporate Communications and Reputation in overseeing day-to-day team operations, workflow and delivery to ensure consistent, high-quality communications outcomes.
- Exercising sound judgement in relation to reputational, political and organisational risks.
- Determining appropriate communications approaches, priorities and escalation requirements.
- Negotiating priorities, timeframes and deliverables with stakeholders.
- Providing accurate and timely communications advice to Mayor, CEO, Executive Leadership Team and Councillors in line with organisational protocols and in partnership with the Coordinator, Corporate Communications and Reputation.
- Supporting consistent application of Council's brand, communications standards and governance requirements.
- Ensuring communications activities align with Council objectives, policies and community expectations.
- Managing competing priorities and delivering outcomes within agreed deadlines and budgets.
- 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:

- High-level analytical, strategic thinking and problem-solving skills.
- Sound political awareness and the ability to manage sensitive stakeholder environments.
- 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:

- Extensive knowledge of strategic communications, corporate communications and reputation management principles.
- Demonstrated experience supporting executive communications and organisational communication initiatives.
- Strong understanding of contemporary communications channels, audience behaviours and integrated communications approaches.
- Demonstrated experience in issues management, strategic advisory and organisational communications.
- Understanding of local government operations, political environments and governance processes.
- Excellent written communication, editing and messaging development skills.
- Strong project management and campaign planning capability.
- Knowledge of accessibility, multicultural communications and customer-centred communications principles.

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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.
- Ability to mentor and guide both the Media Advisor and Corporate Communication Advisor, and contribute to team leadership, coordination and capability development.
- Contribute to development and implementation of a departmental annual operations plan, service review and budget.
- Strong stakeholder management, negotiation and influencing skills.
- Ability to mentor and guide staff and contribute to team capability development.
- Effective workload management and prioritisation skills.
- Ability to manage multiple competing priorities in a dynamic environment.
- Understanding of recruitment practices, knowledge of relevant legislation including Equal Employment Opportunity (EEO) and Occupational Health and Safety (OH&S), and the ability to ensure employees adhere to legislation, policies and procedures.

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.
- Ability to communicate effectively and consult in a socially and politically sensitive environment.
- Ability to provide specialist advice to people unfamiliar with communication principles.
- Ability to lead teams and work collaboratively as part of a team to resolve problems and handle complaints effectively.
- 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 relevant experience.
- Demonstrated significant experience in strategic communications, corporate 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	☐	☐	☐	☒
– below 10kgs	☐	☐	☐	☒

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Manual handling frequency	☐	☐	☐	☒
Repetitive manual work	☐	☐	☐	☒
Repetitive bending/twisting	☐	☐	☐	☒
Repetitive kneeling/squatting	☐	☐	☐	☒
Working with arms above head	☐	☐	☐	☒
Lifting above shoulder height	☐	☐	☐	☒
Using hand tools – vibration/powered	☐	☐	☐	☒
Operating precision machinery	☐	☐	☐	☒
Close inspection work	☐	☐	☐	☒
Wearing hearing protection	☐	☐	☐	☒
Wearing eye protection	☐	☐	☐	☒
Wearing safety shoes/boots (steel cap) / gum boots	☐	☐	☐	☒
Wearing other relevant PPE	☐	☐	☐	☒
Working in dusty conditions	☐	☐	☐	☒
Working in wet/slippy conditions	☐	☐	☐	☒
Working with chemicals/solvents/detergents	☐	☐	☐	☒
Washing hands with soap (hygiene)	☐	☐	☐	☒
Working at heights	☐	☐	☐	☒
Working in confined spaces	☐	☐	☐	☒
Working in chillers (+4 degrees C)	☐	☐	☐	☒
Performing clerical duties	☐	☒	☐	☐
Working on a keyboard	☒	☐	☐	☐
Driving cars and/or trucks	☐	☐	☐	☒
Other (please specify)	☐	☐	☐	☒
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.

AGREEMENT:

I hereby accept and agree that by placing my electronic signature in the text box, this shall be considered as an original signature for accepting the duties in this position description. I understand that key responsibilities and duties in this position description will be undertaken in accordance with the Employee Handbook and I agree to abide by the terms and conditions stipulated therein.

Name (Please print):

Date:

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Signature: _____

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:

1. Tertiary qualifications in Communications, Public Relations, Journalism, Marketing or a related discipline, with substantial demonstrated experience in strategic communications, stakeholder engagement or corporate communications.
2. Demonstrated experience developing and delivering integrated communications strategies, campaigns and plans within a complex organisation or political environment.
3. Demonstrated ability to provide high-level strategic communications advice to senior stakeholders, including executive leadership, elected officials or senior decision-makers.
4. Highly developed stakeholder relationship management, negotiation and influencing skills, with the ability to build trusted partnerships across a large and complex organisation.
5. Demonstrated experience identifying and managing reputational, political and organisational risks, including the ability to exercise sound judgement and determine appropriate escalation pathways.
6. Highly developed written and verbal communication skills, including experience preparing strategic communications materials such as key messages, briefing notes, speeches, media materials and executive communications.
7. Demonstrated ability to manage competing priorities, navigate ambiguity and deliver strategic communications outcomes within tight deadlines and changing organisational environments.
8. Demonstrated understanding of audience-centred and insight-led communications approaches, including the ability to develop communications that are accessible, targeted and effective across diverse audiences and communities.
9. Demonstrated ability to lead and coordinate end-to-end communications activities and guide communications delivery across multiple stakeholders, projects and channels.
10. Demonstrated commitment to collaboration, continuous improvement and customer-focused service delivery.
11. A current driver's licence.

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