



Position Description

Communications Officer

Division	Corporate Services
Business Unit	Community Engagement and Communications
Grade	NB G
Job Code	JC00074

Council Overview

The Northern Beaches is truly unique. Our area stretches from Palm Beach in the north to Manly in the south and boasts 24 ocean beaches, over 80kms of coastline, 4 coastal lagoons, clean waterways, and beautiful wildlife. We recognise the traditional owners of our area and their continuing connection to waters and land, and we thank them for their protection of our coastline and its ecosystems.

We are home to nearly 270,000 residents and their vision for the Northern Beaches Council is a safe, diverse, inclusive, and connected community that lives in balance with our environment. We are committed to working with the community and other stakeholders in making this a reality.

As one of the largest employers on the Northern Beaches we are focused on building an engaged and productive workforce that partners with our community to protect, improve and create our future. The breadth of our service delivery is significant.

We are a modern, multi-award-winning council that strives for excellence in all we do including the provision of the highest levels of customer service. We are also the proud winner of the 2022 AR Bluett Award for the most progressive metropolitan council in NSW.

Northern Beaches Council is committed to safeguarding children and young people. Council acknowledges that protecting the safety of children and young people is a whole community responsibility and is everyone's business.

Council Values

Our Council Vision is 'Delivering the highest quality service, valued and trusted by our community'.

Our Values of **Trust, Respect, Integrity, Teamwork, Service and Leadership** provide the foundation for delivering the Vision and drives everything we do and the decisions we make.

Division Corporate Services

The Corporate Services Division encompasses a range of key functions that support Council to deliver high quality services to our Northern Beaches bushland, rural and coastal community. The division comprises Finance, Governance & Risk, Information & Digital Technology, Human Resources, Strategy & Performance, Community Engagement & Communications, General Counsel, and Internal Audit & Complaints Resolution business units which all report to the Chief Operating Officer.

Business Unit

Community Engagement and Communications

Our business unit strives to innovate in a way that continuously improves Council's delivery of information services and promotes active participation and engagement across our whole community. The specialist teams in Community Engagement, Communications and Graphic Design do this through the effective management and implementation of Council's Community Engagement Framework and the provision of high-quality information services across, digital, print, signage, and social media channels. Our dedicated teams in Events and Tourism, deliver a range of programs and initiatives to promote visitation, support a vibrant local economy and enhance the reputation of the Northern beaches as a great place to live, work and play

Primary Purpose of the Position

The Communications Officer works to promotes the activities, events and decisions of Council to a range of target audiences. The role supports activities that raise awareness, influence behaviour and broaden interest through the delivery of integrated marketing communications strategies and campaigns that reflect Council's identity and values.

Key Accountabilities

- Work collaboratively with Council teams to support the development, delivery and evaluation of data driven communications strategies to engage and educate Council audiences and meet business objectives.
- Deliver and support marketing and communication initiatives across paid, earned and owned channels that protect and enhance Council's brand and reputation, including social media, advertising, eDM, video, print and other marketing collateral.
- Create and drive content to deliver high engagement with target audiences.
- Facilitate continuous improvement through ongoing analysis and reporting, to deliver best practice and most effective strategies.

Key Challenges

- Delivering accurate and consistent work within tight deadlines in a fast-paced high volume work environment
- Managing expectations of internal and external stakeholders in a sensitive environment within allocated resources

Key Internal Relationships

Who	Why
Staff at all levels across Council	Develop and maintain effective working relationship and open channels of communications to seek information, provide advice and meet objectives.
Graphic Design team	• Work collaboratively to protect and enhance Council brand and deliver consistent and engaging visual identity

Key External Relationships

Who	Why
Photographers and videographers	• Support cost effective supply and delivery of quality, engaging content
Media	• Support cost effective placement of advertising and advertorial

Key Role Dimensions

Decision Making

- In line with the Northern Beaches Council People Delegations.

Reports to

- Marketing and Communications Lead

Direct Reports

- N/A

Budget

- N/A

Essential Criteria

- Relevant tertiary qualifications marketing, communications or digital and/or experience in the development, delivery and evaluation of marketing communications campaigns
- Excellent written and verbal communications skills
- Demonstrated experience in a range of marketing communications tools including social media and email marketing
- Ability to manage multiple projects and work to tight deadlines

Key Capabilities

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: “how we do things around here.”

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

Focus capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least at satisfactory level for a candidate to be suitable for appointment.

Local Government Capability Framework			
Capability Group	Capability Name	Level	Focus Capabilities
 Personal Attributes	Manage Self	Intermediate	Demonstrate Accountability
	Display Resilience and Adaptability	Intermediate	
	Act with Integrity	Intermediate	
	Demonstrate Accountability	Adept	
 Relationships	Communicate and Engage	Intermediate	Community and Customer Focus
	Community and Customer Focus	Adept	
	Work Collaboratively	Adept	
	Influence and Negotiate	Foundational	
 Results	Plan and Prioritise	Intermediate	Create and Innovate
	Think and Solve Problems	Foundational	
	Create and Innovate	Foundational	
	Deliver Results	Intermediate	
 Resources	Finance	Foundational	Technology and Information
	Assets and Tools	Foundational	
	Technology and Information	Intermediate	
	Procurements and Contracts	Foundational	

Local Government Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes		
Demonstrate Accountability	Adept	Is prepared to make decisions within own level of authority Takes an active role in managing issues in the team Coaches team members to take responsibility and follow through Is committed to safe work practices and manages work health and safety risks Identifies and manages other risks in the workplace
Relationships		
Community and Customer Focus	Adept	Demonstrates a sound understanding of the interests and needs of customers and the community Takes responsibility for delivering quality customer-focused services Listens to customer and community needs and ensures responsiveness Builds relationships with customers and identifies improvements to services Finds opportunities to work with internal and external stakeholders to implement improvements to customer services

Local Government Capability Framework

Group and Capability	Level	Behavioural Indicators
Results Create and Innovate	Foundational	Contributes own knowledge and ideas Suggests improvements to the way work is done
Resources Technology and Information	Intermediate	Shows confidence in using core office software and other computer applications Makes effective use of records, information and knowledge management systems Supports the introduction of new technologies to improve efficiency and effectiveness