



Position Details

Position title:	Head of Communications and Brand
Award Classification:	SEO
Department:	Communications and Governance
Division:	Governance and Performance
Date Approved:	July 2026
Approved By:	Manager Communications and Governance

Organisational Relationships:

Reports To:	Manager Communications and Governance
Supervises:	Coordinator Strategic Communications, Coordinator Visitation and Festivals, Coordinator Digital Customer Strategy & Experience, Design and Communications Lead, Internal and Corporate Communications Lead
Internal Stakeholders:	Council Employees and Managers, Executive Team and Councillors, Chief Customer Officer
External Stakeholders:	Residents, community groups, local businesses, traders' associations, media organisations, government representatives, statutory authorities, peak bodies, advocacy groups, neighbouring councils, industry partners, suppliers, consultants and contractors.

Position Objectives

The primary objective of this position is to lead the Communications and Brand function to deliver strategic, customer-focused and data-driven communications, marketing, media and brand outcomes that strengthen community trust, enhance Council's reputation, support organisational priorities and foster meaningful engagement with residents, businesses, visitors and employees.

- Serve as a senior leader within the Communications and Governance Department, contributing to organisational strategy, culture and performance.
- Lead and develop a high-performing Communications and Brand team to deliver integrated communications, media, marketing and branding services across the organisation.

- Act as the custodian of the City of Port Phillip brand, ensuring a consistent, trusted and contemporary brand experience across all channels and customer touchpoints.
- Protect and enhance Council's reputation through strategic communication, stakeholder engagement, media management and issues management.
- Provide strategic leadership during issues, crises and emergency management situations, ensuring timely, accurate and coordinated communications.
- Drive continuous improvement across communications systems, processes, governance and service delivery models.
- Foster a high-performing, innovative and collaborative team culture focused on learning, growth and continuous improvement.
- Use data, insights and reporting to evaluate communications performance, inform decision-making and optimise communication outcomes.
- Support Council's advocacy priorities through strategic communication, stakeholder engagement and campaign development.
- Lead the integration of communications, brand, marketing and digital customer experience to ensure Council's customer-facing digital channels are clear, accessible, trusted, coordinated and focused on improving customer experience.
- Champion consistent organisational approach to digital customer governance, including content standards, accessibility, brand integrity, analytics, quality assurance and continuous improvement across customer-facing digital channels.

Key Responsibilities and Duties

- Lead the development and implementation of Council-wide communications, brand and marketing strategies.
- Provide expert strategic communications advice to Councillors, Executive Leadership Team members, managers and project sponsors.
- Lead Council's crisis, emergency management and issues management communications planning and response activities.
- Develop and maintain crisis communication protocols, frameworks and tools to support organisational preparedness.
- Oversee the continuous improvement of communications systems, workflows, governance arrangements and service delivery processes.
- Establish performance measures and reporting frameworks to evaluate communication effectiveness and demonstrate value.
- Analyse audience insights, engagement data and campaign performance to inform strategic decision-making and continuous improvement.
- Lead organisational brand governance, ensuring brand consistency across all Council communications and customer touchpoints.
- Develop and manage the Communications and Brand team budget including forecasting, expenditure monitoring, procurement and financial reporting.

- Manage relationships and contracts with external agencies, consultants, suppliers and service providers.
- Lead workforce planning, succession planning and capability development across the Communications and Brand team.
- Promote a positive, inclusive and high-performing team culture that reflects Council's values and behaviours.
- Identify and implement professional development, coaching and upskilling opportunities to strengthen team capability and future readiness.
- Lead Council's media relations function and provide strategic oversight of proactive and reactive media engagement.
- Develop and maintain strong relationships with media organisations, government stakeholders and industry partners.
- Lead organisational communications planning for major projects, service changes, advocacy initiatives and community priorities.
- Monitor emerging issues, community sentiment and reputational risks, providing advice and mitigation strategies to senior leaders.
- Ensure communications activities comply with legislative, regulatory and governance requirements, including election period obligations and accessibility standards.
- Champion innovation and best practice communications approaches across the organisation.
- Prepare executive reports, briefing papers and strategic recommendations relating to communications performance, emerging issues and organisational priorities.
- Lead strategic communications support for major organisational initiatives, transformational projects and significant organisational change programs.
- Build organisational capability in customer-centred digital content, including supporting staff to create useful, accessible, accurate and audience-focused content across Council's digital channels.
- Contribute to the delivery of Council's digital customer experience vision and strategy by ensuring customer-facing digital channels, ensuring they support clear, accessible and customer-centred information, service access, engagement and interaction
- Lead the implementation and continuous improvement of customer-facing digital channels in alignment with Council's digital customer experience vision and strategy

Accountability and Extent of Authority

- Responsible for the strategic leadership and operational performance of the Communications and Brand function.
- Accountable for the effective management of team resources, budgets, contractors and suppliers.

- Responsible for leading communications responses during high-risk, high-profile and emergency situations.
- Accountable for establishing and monitoring service standards, reporting frameworks and performance outcomes for the Communications and Brand team.
- Authorised to provide strategic communications advice and recommendations to Executive Leadership Team members and senior stakeholders.
- Responsible for identifying and implementing continuous improvement initiatives across communications systems, processes and governance.
- Accountable for safeguarding and enhancing Council's reputation through effective communication, stakeholder engagement and issues management.
- Accountable for the development and implementation of communication standards, frameworks and governance practices across the organisation.
- Exercises authority to determine communications priorities, allocate resources and respond to emerging reputational issues.
- Responsible for managing approved budgets and ensuring expenditure is monitored and controlled in accordance with Council policies and financial delegations.
- Accountable for ensuring Council's customer-facing digital channels contribute to the delivery of Channel Strategy outcomes and customer experience outcomes through improved service access, reduced customer effort, increased customer confidence and trust, effective self-service, and continuous improvement.
- Authorised to set, monitor and enforce digital content, accessibility, brand standards across customer-facing digital assets, in partnership with relevant service owners, chief customer officer and technology partners.

Judgement and Decision Making

- Exercises a high degree of independence, professional judgement and political awareness in managing complex communications matters.
- Makes decisions that directly influence Council's reputation, stakeholder relationships and community confidence.
- Provides expert advice to senior leaders on communications risks, strategic messaging and stakeholder impacts.
- Uses data, research, analytics and audience insights to evaluate performance and inform strategic decisions.
- Balances competing organisational priorities, operational requirements and reputational considerations when allocating resources and setting priorities.
- Exercises considerable political acumen when managing communications within a local government environment involving elected representatives, government stakeholders and community interests.
- Makes recommendations that may have significant reputational, financial and organisational impacts.

Guidance is available through Council policies, strategic plans and consultation with the Manager Communications and Governance; however, the position is expected to exercise substantial autonomy and independent judgement in determining communications priorities, strategies and responses.

Specialist Skills and Knowledge

- Extensive knowledge of contemporary communications, branding, digital engagement and marketing practices.
- Significant experience in crisis, emergency, issues and reputational risk communications.
- Strong understanding of communications measurement, evaluation frameworks and data-driven decision making.
- Demonstrated experience designing and improving communications systems, governance frameworks and operational processes.
- Knowledge of local government and the political, legislative and regulatory environment in which it operates.
- Financial management experience including budget planning, procurement, expenditure management and reporting.
- Strong understanding of digital customer experience, digital governance and channel management, including the use of customer insights, analytics and continuous improvement practices to deliver Channel Strategy objectives and improved customer outcomes.

Management Skills

- Demonstrated ability to lead, motivate, coach and develop a multidisciplinary communications team.
- Proven experience building positive team culture, employee engagement and organisational capability.
- Ability to identify skills gaps and implement professional development, coaching and upskilling initiatives.
- Strong resource planning, workload management and budget management skills.
- Demonstrated experience leading change, continuous improvement and service transformation initiatives.
- Demonstrated ability to build high-performing teams through coaching, mentoring, accountability and recognition.
- Proven capability to lead through complexity, change and organisational transformation.
- Ability to manage complex stakeholder environments and achieve outcomes through influence and collaboration.

Interpersonal Skills

- Highly developed verbal communication and presentation skills, including the ability to influence, negotiate and provide advice at executive and elected member level.
- Demonstrated ability to build trusted relationships with stakeholders across all levels of the organisation and community.
- Proven capability to manage sensitive discussions and navigate complex political and reputational issues.
- Excellent written communication skills, including preparation of strategic reports, executive briefings, speeches, media materials and organisational communications.
- Ability to translate complex concepts and technical information into clear, concise and engaging communications for diverse audiences

Qualifications and Experience

- Tertiary qualification in Communications, Public Relations, Marketing, Journalism, Corporate Affairs or a related discipline, together with extensive relevant experience.
- Senior level experience in developing and implementing fully integrated marketing campaigns.
- Demonstrated experience leading communications teams, budgets and organisational change initiatives.
- Significant experience managing high-profile communications, issues management, crisis communications and stakeholder engagement.
- Experience establishing reporting frameworks, measuring communications performance and using insights to improve outcomes.
- Experience working in a complex, political or public sector environment will be highly regarded.

Mandatory Requirements

- Current Working with Children Check.
- Availability to participate in emergency management, crisis communications and after-hours responses when required.

Child-Safe Standards

- Maintain a child safe culture at City of Port Phillip by understanding and activating your role in preventing, detecting, responding and reporting suspicions of child

abuse to the relevant authorities by adhering to relevant City of Port Phillip policies and relevant legislation.

Occupational Health and Safety Responsibilities

- All employees of City of Port Phillip are responsible for maintaining and ensuring the OHS programs in their designated workplace as required by the Occupational Health and Safety Act 2004. Where applicable this includes taking every reasonably practicable step to ensure the health and safety of employees, contractors, visitors, and members of the public through identifying hazards, assessing risk, and developing effective controls within the area of responsibility and by adhering to relevant City of Port Phillip policies and legislation. Our leaders are responsible for championing and enhancing safety in our organisation.

Diversity and Equal Employment Opportunity

- The City of Port Phillip welcomes people from diverse backgrounds and experiences, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds, LGBTIQ+, people with disability, as diversity and inclusion drives our success. Our leaders are responsible for championing and enhancing diversity and inclusion in our Organisation and City.

Security Requirements and Professional Obligations

Support Council's business continuity, emergency management and municipal recovery activities when required.

Pre-employment screening will apply to all appointments.

Prior to a formal letter of offer, preferred applicants will be asked to provide:

- Evidence of mandatory qualifications/registrations/licences,
- Sufficient proof of their right to work in Australia
- Sufficient proof of their identity.
- Complete a National Police Check completed **via** City of Port Phillip's Provider.
- Evidence of a Working with Children Check (employee type with City of Port Phillip registered as the organisation).

Key Selection Criteria

- Demonstrated success leading strategic communications, media, marketing, brand and reputation management initiatives within a complex organisation.



- Proven ability to lead, develop and inspire high-performing teams and foster a positive, inclusive and accountable culture.
- Significant experience providing strategic communications advice to senior executives, elected representatives and key stakeholders.
- Demonstrated expertise in crisis communications, issues management, emergency communications and reputation management.
- Proven ability to develop and implement communication strategies that build community trust, achieve organisational objectives and deliver measurable outcomes.
- Demonstrated experience leading digital customer experience outcomes across customer-facing channels, including digital governance, content quality, accessibility, analytics, customer insight and continuous improvement
- Experience using data, insights, research and reporting to inform decision-making and continuously improve communications performance.
- Strong stakeholder engagement, influencing and relationship management skills, including the ability to work effectively in politically sensitive environments.
- Demonstrated success managing budgets, procurement processes, suppliers and external service providers.
- Experience leading organisational change, continuous improvement and communications governance initiatives.
- Excellent written, verbal and presentation skills, including the ability to communicate complex information clearly to diverse audiences.

City of Port Phillip celebrates a vibrant and diverse work environment and community, which includes people of Aboriginal and/or Torres Strait Islander background, people of diverse sexual orientation and gender, people from culturally and linguistically diverse backgrounds and people of varied age, health, disability, socio-economic status, faith and spirituality. Employees are able to develop both professionally and personally whilst planning and delivering a range of important services and programs to the community.