Position Description

Coordinator, Communication & Engagement

Directorate	Corporate & Community
Business Unit	Community & Engagement
Location	Council Administration Building, Yass
Award Band	Administrative / Technical / Trades Band 2, Level 3 or Professional/Specialist Band 3, Level 2
Position Number	216027
Salary Grade	17
Date position description approved	December 2025

Council Overview

Yass Valley Council is a local government organisation employing over 175 staff and with an annual budget of $50 million. Yass Valley Council (YVC) is managed by the Chief Executive Officer and three Directors. This management team ensures the continued delivery of excellent services and optimum infrastructure to residents and visitors. The three Directorates of YVC are Corporate and Community, Planning and Environment, and Infrastructure and Assets.

The Corporate & Community Directorate comprises of Community & Engagement, Information & Communication Technology, People & Safety, Governance & Risk, and Finance. The role of Coordinator, Communication & Engagement is located within the Community & Engagement business unit.

Council Vision

To build and maintain sustainable communities while retaining the region's natural beauty.

Council Values



Primary Purpose of the Position

The Coordinator, Communication and Engagement is responsible for developing, coordinating, and executing effective internal and external communication strategies and engagement initiatives for Yass Valley Council. The role ensures timely, accurate, and transparent information flow between the Council, its residents, media, and internal stakeholders.

The Coordinator manages multiple communication channels, including digital platforms, media relations, public relations campaigns, and community consultations, fostering trust and clarity in Council's operations and decisions.

Key Accountabilities

- Lead the development, implementation, and evaluation of comprehensive communication and engagement strategies across all Council divisions.
- Manage Council's external media relations, including writing and distributing media releases, coordinating media interviews, and managing media inquiries during standard operations and crisis situations
- Oversee all Council communication platforms, including the website, engagement platform, social media channels to ensure content is current, engaging, and compliant with accessibility standards
- Coordinate community engagement activities, public meetings, and consultation processes for major projects, plans, and initiatives.
- Oversee the content on Council's website and social media channels by working closely with staff across the organisation to ensure all information is easy to read and understand, accurate and relevant.
- Develop high-quality consistently branded/themed written content, including speeches, annual reports, brochures, internal communications, and marketing collateral.
- Oversee the successful delivery of community events, in accordance with Council policy and process.
- Report on the provision of support and advice to the community with respect to grants and events.
- Provide strategic advice and support to the CEO, Directors, and other managers on communication best practices, issues management, and community engagement processes.
- Measure and report on the effectiveness of communication campaigns and engagement activities using analytics and feedback mechanisms, adjusting strategies accordingly.
- Manage Media & Communications team performance management and professional development.
- Undertake projects related to the communications functions of the organisation.

The Manager may direct the Officer to carry out other duties within the limits of the employee's skill, competence and training.

Key Challenges

- Delivering a customer focussed service.
- Managing diverse community expectations and sensitivities regarding Council projects and decisions.
- Ensuring consistent, clear, and timely communication across a wide variety of channels and formats during high-pressure situations or crisis event.
- Promoting and delivering innovation and excellence within budget and resource constraints.
- Managing the needs of external stakeholders within the constraints of the Local Government environment.
- Translating complex local government policies and technical information into plain English for public consumption

Key Internal Relationships

Who	Why
Manager, Community & Engagement	Receive advice and provide operational updates against agreed plans, including reasons for variance and actions to rectify. Report and provide updates on WHS and emerging issues within area of responsibility. Provide operational advice and contribute to decision making.
EMT	Source of information Provide advice and support relating to Council communications Develop and maintain relationships
Leadership Team	Provide business unit updates to inform other Council business areas. Contribute to the positive culture of the organisation. Information sharing to align goals, gain support and drive stronger outcomes for the team.
Direct Reports	Provide leadership, guidance and support. Set performance expectations and manage performance and development. Review and monitor project status reports, financial status and identify and resolve issues.

Key External Relationships

Who	Why
Media	User of information provided for by Council
Community	Engage, consult and inform the community on a range of issues and projects. Manage expectations and resolve issues.
Contractors & Consultants	Negotiate and approve contracts and service agreements. Manage contracts and monitor the provision of service to ensure compliance with contract and service agreements.
Industry Stakeholders	stablish strong relationships and ensure appropriate consultation and communication with a range of industry groups and corporations.
Government agencies	Source of information Develop and maintain relationships

Key Dimensions

Decision making

The incumbent has the authority to take any reasonable steps to ensure the achievement of agreed objectives set out in the relevant business plan. The role may have delegations from the General Manager as set out in an instrument of delegation. All decisions must be in accordance with legislation and Council policies and procedures. Decisions should also be consistent with the objectives of Council's strategies and plans.

All staff have the power to stop work in circumstances that are deemed an immediate risk to health and safety until a satisfactory resolution is agreed and implemented.

Reports to

Manager, Community & Engagement

Direct reports

Partnerships & Programs Officer

Digital Content Officer

Budget (operating and capital expenditure)

Operating Budget allocated annually

Essential Requirements

- A bachelor's degree in Communications, Journalism, Public Relations, Marketing, or a related field, combined with significant demonstrated experience (typically 3+ years) in a similar communications or engagement role.
- Proven experience in developing and implementing comprehensive communication and engagement strategies within a public or private sector environment.
- Demonstrated experience in media relations, issues management, and crisis communication.
- High-level written and verbal communication skills, with a portfolio demonstrating the ability to write for diverse audiences and platforms (web, social, print, speeches, etc.).
- Strong project management skills and the ability to manage multiple deadlines and competing priorities effectively.
- Experience in coordinating community consultation processes, public meetings, and engagement events.
- Experience in leading a team in the delivery of exceptional communication, media and engagement.

Desirable Requirements

- Previous experience working within a local government or public sector environment is highly desirable.
- Familiarity with the use of digital engagement platforms (e.g., Social Pinpoint, EngagementHQ) and content management systems (CMS).
- Basic graphic design skills and experience with relevant software (e.g., Adobe Creative Suite, Canva)

Approval History

Stage	Date	Comment	MagiQ Reference
Created	9 December 2025	New Position	

Ownership and Approval

Responsibility	Role
Author	Director Corporate & Community
Approver	Director Corporate & Community