Position Description

Manager Community & Engagement

Directorate	Corporate & Community
Business Unit	Community & Engagement
Location	Council Administration Building, Yass
Award Band	Professional/Specialist Band 3, Level 4
Position Number	261029
Salary Grade	23
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 Manager Community 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 primary purpose of the Manager Community and Engagement is to oversee and drive the strategic and operational management of Destination, Media, Community Engagement and Library functions across multiple sites.

Through the team, the Manager will deliver improved outcomes for the community and enhance engagement with Council. The Manager will ensure that Council provides a range of innovative, community-focused and accessible services. A key focus of the position is to lead and enhance the customer experience across all service channels, ensuring a consistent, high-quality, and customer- centred approach.

Key Accountabilities

- Provide strategic direction by developing and implementing relevant strategies related to Destination, Media, Community Engagement and Library Services.
- Lead, coach, and develop staff to achieve high performance and professional growth
- Guide the team's delivery of Community, Destination Media and Library services across multiple physical and digital service points.
- Implement and report on relevant actions from key strategic Council documents. Including but not limited to the Integrated Planning and Reporting documents, Economic Development and Visitor Economy Strategies.
- Build and maintain productive relationships with a wide range of community, industry and consumer stakeholders to facilitate best practice engagement to inform Council's work in supporting the community.
- Manage key external stakeholder relationships to achieve Council's economic, social and cultural objectives.
- Develop, monitor and report on key metrics relating to Destination, Media, Community Engagement, and Library Services.
- Play a key role in building partnerships and networks to deliver and secure funding for local community projects and events.
- Ensure compliance with policies, procedures and delegations across all divisions
- Oversee and collaborate on departmental budgets, including planning, monitoring, and reporting.
- Represent Council at relevant community and corporate events, which may be out of hours.

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

Organisational Accountabilities

- **Code of Conduct:** Comply with the minimum standards of conduct expected of employees as set out in Council's Code of Conduct.
- **Customer Service:** Present a positive image of Council and provide an effective service to Council customers, the community and internal customers.
- **Equal Employment Opportunity:** Promote a workplace free from discrimination and harassment by treating all colleagues and customers with respect and professionalism without regard to background or irrelevant personal characteristics.
- **Policies and Procedures:** Comply with all Council's policies, procedures and guidelines.
- **Workplace Health and Safety:** Workers are required to follow WHS policies, procedures and safe work practices, identify and report hazards, risks and incidents, support risk management activities, and actively participate in WHS initiatives and continuous improvement as well as to

take reasonable care for the health and safety of self and others.

Key Challenges

- Engaging and influencing external stakeholders, community and industry for the delivery of economic and community outcomes.
- Ensuring relevant and reliable data is obtained to inform strategies actions and plans. Building community engagement and understanding expectations while ensuring transparent and achievable consultation and outcomes.
- Measuring the effectiveness and impact of engagement activities with limited access to evaluation tools or metrics.
- Deliver results in a constantly changing and political environment.
- Ensuring delivery within strict deadlines whilst managing additional projects and direct reports.
- Leading and managing multi-disciplinary teams across various functions.

Key Internal Relationships

Who	Why
Director Corporate & Community	Receive guidance and support, provide advice and exchange information
Leadership Team	Information sharing to align goals, gain support and drive stronger outcomes for the division.
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.
Executive Management Team	Advise and report on the progress of various initiatives towards business objectives and discuss future directions. Consult and provide expert advice, support council business planning activities and initiatives to achieve alignment with Council's strategic plan and contribute to decision making. Identify emerging issues/risks and their implications and propose solutions.

Key External Relationships

Who	Why
Community	Engage, consult and inform the community on a range of issues and projects. Manage expectations and resolve issues.
Contractors and consultants	Negotiate and approve contracts and service agreements. Manage contracts and monitor the provision of service to ensure compliance with contract and service agreements.
Non-Government Organisations and Agencies	Develop and maintain strong relationships. Provide expert advice; Negotiate and liaise on key issues, priorities and strategies.
Industry Stakeholders	Establish strong relationships and ensure appropriate consultation and communication with a range of industry groups and corporations.

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 has 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.

Reports to

Director Corporate & Community

Direct reports

- Coordinator, Communication & Engagement
- Senior Destination Officer
- Coordinator, Library Services

Indirect reports

The position has 14 indirect reports.

Budget (operating and capital expenditure)

As per the allocated operating budget approved by Council.

Essential Requirements

- Tertiary qualifications in Economics, Business, Tourism, Marketing and/or Public Relations or demonstrated relevant experience in related fields of at least five years.
- Excellent interpersonal skills, including high-level facilitation, consultation, negotiation and presentation skills.
- Demonstrated ability to work independently, undertake several projects simultaneously and meet deadlines.
- Ability to provide high-level leadership to ensure coordinated, quality customer experience across all service points for maximum efficiency and effectiveness and community outcomes.
- Sound business planning and financial management skills to align the division's resources to achieve the objectives of council in relation to aspects of the strategic plan relevant to the position.
- The ability to create constructive work environment which enables and empowers staff to reach their full potential.
- Highly developed written skills including the capability to draft quality reports and Council policies.
- High-level organisational and time management skills, with the ability to manage competing priorities, meet deadline and coordinate multiple projects simultaneously.

- A current class C driver's licence.

Desirable Requirements

- Demonstrated success working with a wide range of stakeholders including event organisers, business owners and people of different cultural backgrounds.
- A highly developed understanding of economic and social issues impacting on communities.
- Regional knowledge of key priorities, opportunities and challenges within the Yass Valley Region.

Approval History

Stage	Date	Comment	MagiQ Reference
Created	November 2025	New position	

Ownership and Approval

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

For internal use only:

Software/ IT Requirements

Platforms Required	Access Required
Magiq	PO/ Invoicing/ & internal Doc 208 740 101 760
ELMO	Manager
DoneSafe	Manager
StateCover	Not required
Sharepoint WHS	Media and Community, Tourisim,
	All WHS Page

Tech Requirements	Y/N
Mobile Phone	Y
Laptop	Y
Swipe Card	Y
Tablet	N
Credit card	Y