



POSITION TITLE	Community Engagement Coordinator
AWARD AND CLASSIFICATION	Wodonga City Council Enterprise Agreement 2021 to 2023 Band 6
DIRECTORATE	Community and Corporate
BUSINESS UNIT	Communications
REPORTS TO	Team Leader Communications
SUPERVISES	Casual staff
EMPLOYMENT STATUS	Full time
DATE	
EMPLOYEE NAME	

ORGANISATIONAL CONTEXT

Wodonga Council’s vision for the city is to be seen as a ‘progressive, well-planned city that is affordable, offers an abundance of opportunities and is led by strong, empathetic stewardship’. This vision will support us to realise our mission ‘to strengthen the community in all that we do’.

POSITION OBJECTIVES

This position will have a leading role in ensuring Wodonga Council engages with and informs our community, key stakeholders and staff through the effective planning and delivery of quality consultation, engagement and communications activities, in accordance with the Local Government Act 2020 and the council’s Community Engagement Policy.

ACCOUNTABILITY AND EXTENT OF AUTHORITY, INCLUDING DUTIES

This position is accountable for providing consultation and communications support to the Team Leader Communications, Team Leader Marketing and Manager Business Services

With the support of the Team Leader Communications, this position has the authority to make decisions on consultation and engagement activities and communications. Under the guidance and support of the director

our values TRUST - RESPECT - INTEGRITY - LEARNING
our mission WE WILL STRENGTHEN THE COMMUNITY IN ALL THAT WE DO

and manager, the position also has the authority to provide high level and strategic advice and assistance to the CEO and other internal clients on consultation and communications matters.

With the support of the Team Leader Communications, this position is responsible for the engagement and consultation components of the Council Plan key strategic actions, as well as broad goals, objectives and policies set by the council's vision relating to consultation and communications.

Duties

- Developing and implementing community engagement and communications plans for the council and business units
- Use contemporary and best practice methods of engaging stakeholders, staff and the community in consultation projects
 - Develop and maintain high-quality, key stakeholder relationships
- Develop and implement the tools, content and collateral for consultation and engagement activities for the council's channels (eg consultation and corporate websites, Campaign Monitor, Social media)
- Monitor, analyse and evaluate community engagement initiatives, and deliver feedback reports
- Provide advice and guidance for internal consultation initiatives
- General communication and community engagement activities
- Deliver community engagement initiatives during and outside of contracted hours, i.e. weekend and after hours work as required

COUNCIL EMPLOYEE VALUES AND BEHAVIOURS

It is the council's expectation that your everyday work and your interactions with colleagues and the community, demonstrate the organisational values.

Trust	Talk straight – Say what you mean and mean what you say Create transparency – Do not withhold information unnecessarily or inappropriately Right wrongs Practice accountability – Take responsibility for results without excuses Extend trust – Show a willingness to trust others, even when it involves a measure of risk
Respect	Treat other people with courtesy, politeness and kindness, no matter what their position or opinion Listen first – Seek to understand others before trying to diagnose, influence or prescribe
Integrity	Tell the truth in an appropriate and helpful manner that does not compromise the organisation's objectives and values Keep confidences Do what you say you will do to the best of your ability Be open about mistakes Speak of those that are absent only in a positive way

Learning Work together and learn from each other

Continuously improve and innovate

Be open to change

There is a high degree of responsibility for results – delivery without excuses

CAPABILITIES AND BEHAVIOURS

Demonstrate competency in each of the seven capabilities of an Officer, according to the People and Performance Framework in Attachment 1, and practice the corresponding behaviours indicated for each capability.

JUDGEMENT AND DECISION-MAKING SKILLS

- This position requires judgement and decision making that involves identifying, developing and improving the council's communications and community engagement functions
 - Sound judgement and decision-making skills with the ability to select the particular method, technology, process or equipment to be used to undertake tasks
 - Ability to problem solve, using procedures and guidelines and by applying professional and technical knowledge
 - Ability to use creativity and originality to solve problems that are occasionally of a complex or technical nature, and that may not have been encountered previously
 - Guidance and advice would usually be available within the time required to make a choice.

SPECIALIST KNOWLEDGE AND SKILLS

- A demonstrated ability to plan effectively for community engagement and proven ability to deliver plans to agreed timelines
- An understanding of legislative requirements and best practice consultation and engagement for the government sector
- A demonstrated ability to write material for publications, newsletters, website, social media and general publications
- The ability to demonstrate initiative and self-management
- An understanding of the long-term goals of the Communications and Marketing team, and an appreciation of the wider organisational goals, with the capacity to consider and apply these appropriately to the task being undertaken

UNDERSTANDING OF THE IMPORTANCE OF GOOD RECORD KEEPING AND THE ABILITY TO EFFECTIVELY USE THE COUNCIL'S DOCUMENT MANAGEMENT SYSTEMMANAGEMENT SKILLS

- Good time management and the ability to prioritise tasks for self and any staff the position supervises
- Meet deadlines, as discussed with the supervisor
- Receive and follow directions from a supervisor and seek workload management support when required
- Identify and arrange instruction and training to any staff the position supervises to ensure they understand and are able to meet their position requirements
- Be honest and transparent in all dealings, and report suspected fraud or corruption
- Understand risk, compliance and quality assurance and report issues that do not meet organisational and legal requirements

- Take care of own safety and wellbeing and that of other staff, and ensure that OHS procedures are followed including by any staff the position supervises
- Report hazards, risks and behaviours that may not comply with organisational or legislative requirements
- Manage own time effectively and that of staff the position supervises, and work to deadlines
- Maintain personal hygiene and meet dress standards set for the position, including wearing a uniform and use of any personal protective equipment prescribed for the position and particular work duties

INTERPERSONAL SKILLS

- Advanced verbal communication skills to communicate with members of the public and other employees and enable the resolution of moderately complex problems
- Advanced written communication skills to communicate with members of the public and other employees, and undertake the preparation of internal and external correspondence
- Ability to gain co-operation and assistance from clients, members of the public and other employees in the administration of well-defined activities

INFORMATION TECHNOLOGY SKILLS

- Be computer literate and have the ability to quickly learn and adopt software programs used by the organisation relevant to the position
- The ability to use online engagement tools, SharePoint, Campaign Monitor, social media platforms and a working knowledge of Adobe Creative Suite

CUSTOMER SERVICE SKILLS

Meet customer service expectations to:

- Be honest, ethical and professional
- Be helpful and courteous
- Listen with respect and understand the customer's issues
- Meet commitments made
- Keep the customer informed
- Ensure that the customer understands what is being said
- Apologise if a mistake is made and attempt to make it right
- Assist customers with physical, sensory or intellectual disabilities, to achieve equitable access to council services.

EMERGENCY MANAGEMENT DUTIES

- As and when required, assist in dealing with any emergency situation that affects the operation of the council and/or wellbeing of the community

QUALIFICATIONS AND EXPERIENCE

- Successful completion of a degree or diploma in communications or community engagement with relevant experience or lesser formal qualifications with relevant work skills and experience in the corporate communications environment
- At least three years of experience working in the field of communications and consultation and/or

- community engagement, ideally in the public sector
- Experience in writing for a variety of audiences
- Proficiency in Adobe Creative Suite, social media platforms, and analytical tools, along with experience in website content management

LICENCES AND MANDATORY REQUIREMENTS

- Current Drivers Licence
- National Police Check (required to be supplied by the employee or prospective employee prior to commencement)

EQUAL OPPORTUNITY EMPLOYER

Wodonga Council is an equal opportunity employer. We ensure fair, equitable and non-discriminatory consideration is given to all, regardless of age, sex, disability, marital status, pregnancy, sexual orientation, race, religious beliefs or other protected attribute. We recognise our proactive duty to ensure compliance with equal opportunity and to eliminate all forms of discrimination.

INHERENT REQUIREMENTS OF THE JOB

For details of the inherent requirements of the job, please see Attachment 2.

COGNITIVE JOB DEMANDS

The position is required to operate at the Officer level and will be required to demonstrate the personal competencies and behaviours detailed in the People and Performance Framework attached. The cognitive demands of the role include:




- Having difficult or uncomfortable conversations
- Meet performance expectations
- Working in a professional capacity within the work environment
- Being willing and able to adapt to change, and able to implement agile change
- Demonstrating resilience under pressure, and in changing and challenging circumstances

KEY SELECTION CRITERIA

1. Relevant qualifications and experience, and a demonstrated knowledge of community engagement
2. Demonstrated ability to develop and successfully deliver community engagement plans
3. Demonstrated excellent communications, professional writing and customer service skills
4. Demonstrated experience in working with websites, social media and other online tools
5. Demonstrated experience in working with and engaging stakeholders in a variety of settings
6. Strong organisational skills with the ability to plan and prioritise work to achieve set objectives

Staff member signature

People and performance framework

CUSTOMER SERVICE AND COMMUNICATION  Understanding and valuing our customer needs to make sure we provide quality customer service.		BUILD AND ENHANCE RELATIONSHIPS  Collaborating and working with our people and community.		PLAN, ORGANISE AND DELIVER  Performing work to the best of our ability to deliver successful outcomes for our people and community.	
FUTURE FOCUS  Identifying ways we can do better and anticipating future opportunities.		PEOPLE DEVELOPMENT  Looking after the personal and professional growth of our people.		MANAGE HEALTH AND WELLBEING  Recognising the importance of staff health and wellbeing.	
SAFETY AND RISK MANAGEMENT  Prioritising safe and ethical behaviour and decision-making in everything we do.					

Customer Service and Communication	
Demonstrates commitment to a high standard of service to customers and the community.	<ul style="list-style-type: none"> • Is helpful, shows respect, courtesy and fairness with staff and customers • Demonstrates empathy and a willingness to assist • Communicates information clearly • Listens and asks questions to understand customer needs and point of view • Proactively seeks solutions and keeps customers informed of progress • Operates within council procedures and policies • Writes in a way that is logical and easy to follow

Build and Enhance Relationships	
Works co-operatively and effectively with others.	<ul style="list-style-type: none"> • Demonstrates clear, open and honest communication • Works constructively to resolve conflict • Shows enthusiasm to help others • Listens and respects the value of different views, ideas and ways of working • Builds and sustains positive relationships with staff and customers • Actively participates in team and other activities • Keeps others informed and seeks clarification when required

Plan, Organise, Deliver	
Organises and prioritises own work to meet work commitments.	<ul style="list-style-type: none"> • Demonstrates effective use of time and resources to meet expectations and achieve outcomes • Understands what is required of the role and how this contributes to team priorities • Keeps appropriate people informed on progress of tasks and projects • Seeks information when required, demonstrates initiative • Undertakes to complete all tasks with a positive, can-do attitude

Future Focus	
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<p>Looks for improvements and is adaptable to change.</p>	<ul style="list-style-type: none"> Understands council vision and purpose and how their role fits in Is willing to adapt to changing processes, systems, technology and environments Looks for improvements and better ways of doing things Seeks support and clarification when required
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People Development	
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<p>Welcomes opportunities for learning and self-development.</p>	<ul style="list-style-type: none"> Displays council values Reflects upon own performance Seeks and acts upon feedback Sets goals for personal and professional development Finds ways to learn and improve in the completion of day-to-day tasks Takes responsibility for own work and meeting job requirements
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Manage Health and Wellbeing	
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<p>Takes responsibility for self-care and managing work-life balance.</p>	<ul style="list-style-type: none"> Demonstrates effective time management and prioritising of tasks Is aware of, controls and expresses their own emotions appropriately Recognises when support is needed Accepts responsibility for their own actions and outcomes Is aware of the importance of self-care
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Safety and Risk Management	
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<p>Takes responsibility for personal actions and reports safety and compliance concerns.</p>	<ul style="list-style-type: none"> Remains vigilant in ensuring a safe working environment for self and others Is aware of risk and takes action to prevent problems Reports hazards, incidents (including near misses) and compliance concerns in a timely way Understands the importance of honesty and transparency Avoids and discloses conflicts of interest and guards against the misuse of council resources and assets Complies with policies and procedures
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ATTACHMENT 2

FREQUENCY	% OF WORK DAY / TASK
Rare (R)	0-5%
Occasional (O)	6-33%
Frequent (F)	34-66%
Constant (C)	67-100%

INHERENT REQUIREMENTS OF THE JOB

Wodonga Council will provide reasonable adjustments to assist a person with a disability to perform these inherent requirements of the job.

TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Engagement Coordinator	Have a leading role in ensuring Wodonga Council engages with and informs our community, key stakeholders and staff through the effective planning and delivery of quality consultation, engagement and communications activities.	<ul style="list-style-type: none"> Capacity to sit (static) up to 2 hours Capacity to stand and walk intermittently throughout the day Capacity to reach between waist height and ground level on an occasional basis Filing at shoulder height 5 mins Lifting 10kg floor to waist Carrying 10kg over 10 metres Squatting to low levels Kneeling on ground Hand grip and dexterity Liaison with internal staff of all levels Use of phones, cameras, computers & IT system Time management skills Researching and writing media releases and alerts, as well as speeches for relevant internal staff Writing, editing proof reading and publishing for council publications and promotional materials, internal and external documents Ensuring consistency of message style throughout the council's corporate material and assist in the preparation of communication and marketing content and information that enhance the council's external corporate images 	Sitting				X
			Standing		X		
			Walking		X		
			Lifting 10kgs				X
			Carrying				X
			Pushing		X		
			Pulling		X		
			Climbing		X		
			Bending			X	
			Twisting				X
			Squatting		X		
			Kneeling		X		
			Reaching			X	
			Fine motor				X
			Neck postures				X
			Accepting instructions				X
			Providing instructions				X
			Sustained concentration				X
			Major decision making				X
			Complex problem solving				X
Supervision of others				X			
Interaction with others				X			
Exposure to confrontation			X				
Respond to change				X			
Prioritisation				X			