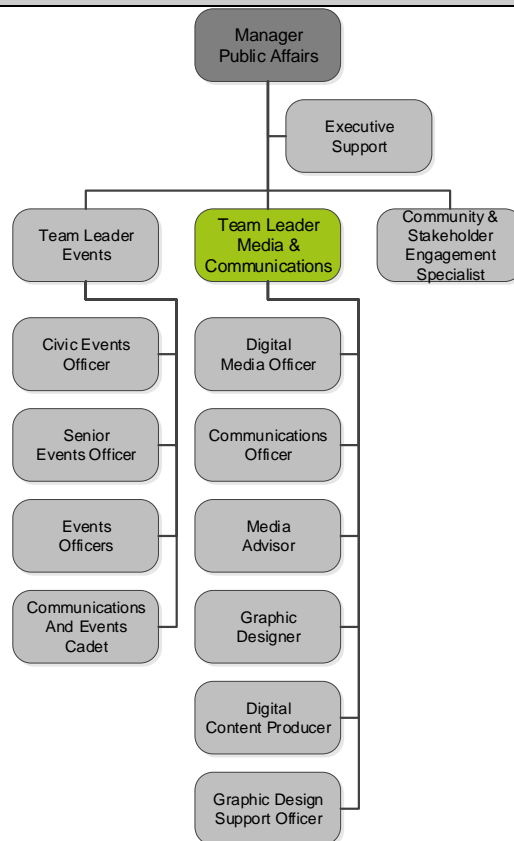


POSITION DESCRIPTION

Position Title	Team Leader Media and Communications
Position Number	22165
Division	Sports, Community & Activation
Branch	Public Affairs
Grade	18
Special Requirements	Drivers Licence Ability to work flexible hours including out of work hours, nights and weekends as required.
Physical and Environmental Demands	Manual handling
Authorities	As applicable and as delegated by the General Manager
Key Direction/s	Strong Local Leadership – Community Engagement

Reporting Structure



Position Purpose

To oversee the day to day operations of the Media and Communications team and be responsible for supporting and driving the organisation's Media and Communications Strategies.

Key Result Areas

- **Leadership**
- **Media Management**
- **Customer Service**
- **Corporate Core Values**

Key Duties & Responsibilities

Leadership

- Display Council's Core value of Leadership, including all aspects of staff management, guidance and the demonstration of role model behaviours.
- Act in accordance with Council's Fraud and Corruption Prevention Policy and Plan at all times as Council will not tolerate fraudulent or corrupt practices by its own staff, contractors or others working for Council.

Media Management

- Provide leadership and coordination of Council's communications and media team, including the services of external communications, media, public relations, marketing, speech writing & graphic design.
- Develop, review & implement the organisation's communications and media strategies, protocols and procedures, which proactively and positively promote Council, its services, and achievements.
- Develop and maintain constructive media relations, with emphasis on media outlets immediately servicing Camden.
- Maintain a general awareness of community issues through a variety of sources, including media coverage, and develop strategies to address issues of importance through proactive and reactive communications.
- Identify opportunities to use new communication tools and methods and assess their suitability for Council use.
- Maintain a high awareness of political sensitivities and confidential items and manage the media aspects of these issues effectively.
- Provide a high level of community satisfaction on the dissemination of information and management of media issues.
- Regularly review and evaluate media monitoring, tracking and reporting processes and public relations strategies.
- Liaise with Council's Executive and Mayor, as required, in the absence of the Manager Communications & Events.
- Represent Council at relevant external meetings, as required.
- Other duties as directed by the Manager Communications & Events.

Customer Service

- Demonstrate a strong customer focus which is accurate, responsive, timely and courteous
- Act in accordance with Council's Fraud and Corruption Prevention Policy and Plan at all times as Council will not tolerate fraudulent or corrupt practices by its own staff, contractors or others working for Council.

Corporate Core Values

- Continuously display Council's corporate core values of Leadership, innovation, partnership, commitment, customer focus and safety.

WHS Responsibility

- Implement, monitor and, or comply with Councils WHS Management System, including but not limited to WHS Policies, Standard Operating Procedures, Risk Assessments/Work instructions and associated systems tools in their relevant work area

Risk Management Responsibilities

- To act at all times in a manner which does not place at risk the health and safety of anyone in the workplace.
- Responsible and accountable for taking practical steps to minimise Council's exposure to risks in so far as is reasonably practicable
- Must be aware of operational and business risks. Particularly:
 - understand and adhere to the principles of Risk Management within their job role;
 - assist Managers and Team Leaders in identifying risks and risk treatments in their job role;
 - provide input into various risk management activities;
 - report all emerging risks, issues and incidents to their manager or appropriate officer; and follow Council policies and procedures.

Essential and Desirable Criteria

Essential

- Tertiary degree in Communications, Journalism or Public Relations, and or relevant extensive experience in the media industry.
- Broad experience and demonstrated achievement of managing the development and implementation of successful Media and Communications plans. ^[1]_[SEP]
- Experience in managing day-to-day operations of communications/media teams in a large organisation.
- Experience in managing communications in a sensitive environment.
- Extensive knowledge of working in internal and external partnerships for the delivery of positive results.
- Highly developed, conceptual, planning and communication skills. ^[1]_[SEP]
- Ability to build and maintain positive working relationships across all levels of a large organisation.
- Well defined, proven and effective leadership and influencing skills.
- Outstanding relationship-building and presentation skills.
- Extremely well organised, able to work and deliver under pressure.
- Politically astute in so far as media and communications are concerned.

Desirable

- Knowledge of current NSW Government policies relating to councils.
- Knowledge of NSW and Local Government structures and processes.
- Desktop publishing and content management skills.

Prepared By	Manager Public Affairs
Date Prepared	Updated December 2019
<p>I have read and understand the contents of the position description for my role and agree to work in accordance with the requirements of the position.</p> <p>I understand that this position description may change with organisational requirements and the tasks and responsibilities outlined in the position description may vary from time to time.</p>	
Employee Name:	
Employee Signature:	
Date:	