



Communications Team Leader

Section: Communications and Customer Experience

Salary point: 16

Position number: PSC1096

Last updated: September 2024

Position objectives

The purpose of the Communications Team Leader is to provide high level support to the Communications and Engagement Coordinator in the development, delivery and review of the Communications and Engagement Strategy. This role provides subject matter expertise and team leadership in the delivery of communications campaigns public relations, marketing, media management, graphic design and brand management. This role is also responsible for the planning and delivery of internal communications to support engagement of staff.

PSC values



Respect: Creating a unique, open and trusting environment

Integrity: Being honest and taking responsibility for our actions

Teamwork: Working together as one Council to support each other

Excellence: Improving the way we work, to meet future challenges

Safety: Providing a safety focused workplace culture

Key responsibilities

The key responsibilities of this role include:

- Lead a team of subject experts in the planning and delivery of council's communications, content creation, public relations, marketing and graphic design
- Develop, implement and evaluate communication and engagement plans in collaboration with key stakeholders
- Lead the development and delivery of the organisation's internal communications plans
- Lead the creation and delivery of visual communications, marketing materials and branding initiatives
- Ensure all communications aligns with Port Stephens Council's brand
- Coordinate projects outlined in Council's Communication and Engagement Strategy

- Provide accurate and timely copywriting and editing aligned to organizational voice and tone
- Manage Council's social media channels and oversee all social media activity
- Assist in the provision of training, advice and support to stakeholders undertaking communications projects
- Analyse and report on the effectiveness of communication initiatives and campaigns and use data to improve communications outcomes
- Assist in strengthening Council's reputation through effective communications.
- Research and prepare information for media enquiries
- Advise and support the Communications and Engagement Coordinator in handling crisis situations

Key accountabilities

Provide specialised technical service in the completion of work and/or projects, which have elements of complexity

Extent of authority

- Tasks performed under the direction of the Communication and Engagement Coordinator and the general direction of the Communication and Customer Experience Section Manager
- As defined in the Port Stephens Council delegations register
- The position has direct responsibility for leading and managing a team
- This position provides a level of advice that can have a high impact across work area schedules
- Decisions made and guidance provided is in accordance with Council policy direction and relevant legislation

Judgement and decision making

- Position may be required to develop/modify operational methods and specific operational policies, practices and standards
- Typical thinking at this level includes quantification of resources needed to meet operational targets
- The role required investigation of claims where information is unclear or incomplete
- Scheduling, organising, planning, coaching and teaching are tasks typically undertaken at this level
- The role is regularly required to undertake detailed analysis and develop solutions and act independently to address problems

Skills, knowledge and capacity

Organisational

- Conduct that demonstrates to others Council's commitment to Safety, Excellence, Teamwork, Respect and Integrity
- Commitment to learning an understanding of the Australian Business Excellence philosophy
- Providing leadership in developing Council's internal service level agreements and implementing agreed workplace changes

Interpersonal

- Demonstrated outstanding written and oral communication skills using plain English using a suit of communication channels
- Demonstrated skills in negotiation, problem solving and conflict resolution to enable effective liaison with people in Council and the community
- Ability to convince and obtain cooperation from others and exchange information at a technical level
- Proven ability to interact and liaise with all levels of staff

Qualifications and experience

- Degree in communications, marketing, media or a related field
- Experience leading and motivating others to co-operate in the achievement of difficult and sometimes conflicting objectives
- Demonstrated knowledge, skills and experience in contemporary communications and public relations methods and practices
- Extensive understanding of media management and contemporary media landscape
- Extensive knowledge of social media, its applications, and potential future directions
- Demonstrated project management skills and the ability to manage multiple projects at a time
- Demonstrated ability to be self-directed, working both independently and collaboratively as part of a multi-skilled team
- Willingness and commitment to work flexible hours (i.e. evenings and weekends where required)
- Demonstrated competence using Adobe Creative Suite
- Current drivers licence

Capability Framework level: Adept

Personal attributes	Relationships	Results	Resources	Workforce leadership
<ul style="list-style-type: none">• Manage self• Displays resilience and adaptability• Act with integrity• Demonstrate accountability	<ul style="list-style-type: none">• Communicate and engage• Community and customer focus• Work collaboratively• Influence and negotiate	<ul style="list-style-type: none">• Plan and prioritise• Think and solve problems• Create and innovate• Deliver results	<ul style="list-style-type: none">• Finance• Assets and tools• Technology and information• Procurement and contracts	<ul style="list-style-type: none">• Manage and develop people• Inspire direction and purpose• Optimise workforce contribution• Lead and manage change

Position description approval

Employee

Date