



Position Details

Position title:	Communications Lead
Award Classification:	Band 7
Department:	City Growth and Culture
Division:	City Growth and Development
Date Approved:	March 2024
Approved By:	Executive Manager City Growth and Culture

Organisational Relationships:

Reports To:	Head of Communications and Brand
Supervises:	Contractors as required
Internal Stakeholders:	Communications and Brand Team, City Growth and Culture Department, Managers, Heads and Coordinators, and other staff.
External Stakeholders:	The Port Phillip community, Victorian Government departments and authorities, suppliers and business partners, contractors, and the local government sector.

Position Objectives

- Reporting to the Head of Communications and Brand, this role works collaboratively across the organisation to create, develop and deliver effective and engaging written communications, with an emphasis on strategic communications for key Council projects, services, and organisational priorities
- Provides multi-channel copywriting, editing and proofreading for external communications and marketing campaigns, corporate publications and internal communications
- Works closely with members of the Communications and Brand team to develop marketing content and drive continuous improvement for City of Port Phillip's communication channels
- Provides communications planning support and advice to all departments and teams, and supports City of Port Phillip to become a leader in communications through the provision of customer-focused written communications that effectively engage our diverse audiences



Key Responsibilities and Duties

- Develop and implement communications plans for key projects; advise other teams on communications planning and support campaign delivery
- Write original copy and edit content for a diverse range of audiences across all communication platforms and channels including (but not limited to) newsletters, brochures, posters, letters, websites, social media and other corporate and marketing communication channels
- Conduct research on a wide range of topics for copywriting development and identify content opportunities in line with organisational and strategic priorities
- Provide writing and editing support, advice and assistance to internal teams across the organisation, including the development of written communications
- Collaborate with internal partners to interpret project and copywriting briefs, to develop written communications and translate creative ideas into clear, compelling, captivating content
- Contribute to the development and implementation of content strategies and plans that support the Port Phillip brand, key programs, strategic objectives and organisational priorities
- Champion the Port Phillip writing style guide and brand voice, consistently integrating the brand narratives, tone of voice and personality into all communications across the organisation
- Ensure quality, consistency and accuracy of written communications across all platforms and channels, produced to the highest possible standard.
- Supervise contract communications staff including oversight of the annual Summer Management campaign

Accountability and Extent of Authority

- Accountable for the delivery of timely, relevant, accurate communications on the full breadth of Council services
- Provide high quality support, advice and insight to internal stakeholders in relation to copywriting and communications generally
- Deliver projects, initiatives and day-to-day work accurately, on time, within budget and in line with organisational expectations and in the context of managing concurrent and sometimes competing priorities
- Accountable for ensuring that written communications adhere to organisational guidelines for brand voice, style, language, copyright compliance and accessibility
- Liaise with project teams, reference groups, stakeholders and others to ensure that copywriting and editing services align to and enhance Council projects, programs and services.



Judgement and Decision Making

- Ability to use sound judgement to inform and deliver meaningful written communications and content
- Undertake research and apply strong analytical skills, knowledge and experience to produce high quality written communications and sound organisational outcomes
- Apply political nous and astute ability to navigate and negotiate roadblocks to achieve results
- Use judgement, consult and make decisions about priorities, content, quality and deadlines in the context of competing pressures and a dynamic and complex environment.

Specialist Skills and Knowledge

- Excellent verbal and highly creative, effective, written communication skills
- Ability to think creatively about content opportunities and utilise best practice communications tactics and approaches to appropriately engage and influence our diverse audiences.
- Generate great ideas to create distinctive and engaging stories, and turn storytelling ideas into compelling, engaging content that enhances and promotes Council programs and services
- Sourcing, curating, developing and creating marketing and communications content – across a variety of categories, platforms and channels – that educates, engages and influences a diverse range of audiences and stakeholders
- Sophisticated knowledge of English usage (grammar, spelling, punctuation, language usage, audience sensitivity, channel requirements) and copywriting for marketing communications
- Experience in planning, delivering and measuring the effectiveness of marketing content
- Ability to communicate technical issues and ideas in plain English that's easily understood
- Strong commitment to customer service and the delivery of customer-focused communications
- Exceptional attention to detail, customer-focused, and high regard for continuous improvement
- Inquisitive and curious mindset, sound judgement and good instincts to think about and instinctively understand what our customers want to hear about and how best to achieve that
- Demonstrated ability to engage with staff across the organisation to establish a shared commitment to producing high-quality, customer-focused written communications and content
- Highly organised, collaborative and outcome-focussed to ensure consistent, high-quality output and outcomes.

Management Skills

- Apply strong forward planning skills to schedule, progress and strategically manage projects and to influence others to meet organisational deadlines and expectations



- Ability to work on multiple projects simultaneously, organise workload and communicate and negotiate with others to balance competing priorities
- Ability to manage own time, work under pressure and meet deadlines
- Ability to work unsupervised.

Interpersonal Skills

- Demonstrated experience working in a cross-organisational context and an ability to develop rapport and build positive, constructive working relationships with stakeholders at all levels
- Able to actively listen, generate ideas and involve others; facilitate, negotiate, collaborate, be responsive and influence outcomes
- Demonstrate flexibility and resilience to meet the challenges of a fast-paced, complex, changing organisational environment
- Demonstrated ability to work constructively and collaboratively as part of a team in a busy environment as well as working effectively with minimal supervision.

Qualifications and Experience

- Tertiary qualification in communications, marketing, public relations, journalism or other relevant tertiary qualification or substantial relevant industry experience
- Demonstrated experience in communications, including communications planning and campaign implementation
- Demonstrated experience in creating and delivering content for a wide range of communication channels, including monitoring performance
- Substantial experience in copywriting (as part of a related marketing or communications role) across different forms of copy, including researching, writing, editing and proofing all levels of copy for various target audiences and communication channels.

Child-Safe Standards

- Maintain a child safe culture at City of Port Phillip by understanding and activating your role in preventing, detecting, responding and reporting suspicions of child abuse to the relevant authorities by adhering to relevant City of Port Phillip policies and relevant legislation.



Occupational Health and Safety Responsibilities

- All employees of City of Port Phillip are responsible for maintaining and ensuring the OHS programs in their designated workplace as required by the Occupational Health and Safety Act 2004. Where applicable this includes taking every reasonably practicable step to ensure the health and safety of employees, contractors, visitors, and members of the public through identifying hazards, assessing risk, and developing effective controls within the area of responsibility and by adhering to relevant City of Port Phillip policies and legislation. Our leaders are responsible for championing and enhancing safety in our organisation.

Diversity and Equal Employment Opportunity

- The City of Port Phillip welcomes people from diverse backgrounds and experiences, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse (CALD) backgrounds, LGBTIQ+, people with disability, as diversity and inclusion drives our success. Our leaders are responsible for championing and enhancing diversity and inclusion in our Organisation and City.

Security Requirements and Professional Obligations

Pre-employment screening will apply to all appointments.

Prior to a formal letter of offer, preferred applicants will be asked to provide:

- Evidence of qualifications,
- Sufficient proof of their right to work in Australia
- Sufficient proof of their identity.
- Evidence of COVID-19 Vaccination or valid medical exemption in line with City of Port Phillip Vaccination Policy
- Complete a National Police Check completed **via** City of Port Phillip's Provider.
- Evidence of a Working with Children Check (*employee type with City of Port Phillip registered as the organisation*).

Key Selection Criteria

- Completion of a relevant tertiary qualification and/or equivalent substantial relevant experience and skills in copywriting and marketing communications planning and implementation
- Excellent written and verbal communication skills, with demonstrable experience in writing original copy and editing for communications and marketing campaigns for a variety of external and internal audiences, across a wide range of communication platforms and channels



- Demonstrated understanding of communications principles and practices and experience in the implementation of successful communications strategies, planning, campaigns and initiatives
- Demonstrate a storytelling approach and ability to generate creative ideas for written content
- Demonstrable experience in the delivery of high-profile or high-risk communications campaigns that contribute to behavioural change.
- Attention to detail, sophisticated knowledge of English usage (grammar, spelling, punctuation, language) and a high regard for quality, consistency and accuracy of written communications
- A customer-focused approach and demonstrated ability to provide excellent customer service to both internal and external customers
- Ability to work flexibly, effectively, collaboratively and cooperatively as part of a cohesive team in a changing, demanding, fast-paced and complex work environment.

City of Port Phillip celebrates a vibrant and diverse work environment and community, which includes people of Aboriginal and/or Torres Strait Islander background, people of diverse sexual orientation and gender, people from culturally and linguistically diverse backgrounds and people of varied age, health, disability, socio-economic status, faith and spirituality. Employees are able to develop both professionally and personally whilst planning and delivering a range of important services and programs to the community.