



### Position Details

<b>Position title:</b>	<b>Corporate Affairs Lead</b>
<b>Award Classification:</b>	Band 7
<b>Department:</b>	City Growth and Culture
<b>Division:</b>	City Growth and Development
<b>Date Approved:</b>	May 2025
<b>Approved By:</b>	Executive Manager City Growth and Culture

### Organisational Relationships:

<b>Reports To:</b>	Coordinator Media
<b>Supervises:</b>	N/A
<b>Internal Stakeholders:</b>	CEO, City Growth and Culture leadership team, Community Safety Lead, Council officers
<b>External Stakeholders:</b>	Port Phillip community, residents, local traders and trader associations, local government sector peers

### Position Objectives

This position is responsible for enhancing the City of Port Phillip's reputation through proactive issues management and crisis communications.

It will develop communications strategies for response to online commentary, providing the community with timely and relevant information on issues that impact the municipality, residents, traders, visitors and the broader community. This will particularly pertain to social media channels.

- The role will also support provision of informed advice to senior leaders on community sentiment and risk

## Key Responsibilities and Duties

- Proactively guide communication around issues that have a reputational impact on the City of Port Phillip via the provision of strategic key messages and statements
- Oversee Council's corporate Facebook and Instagram accounts including:
  - Evaluation of community sentiment
  - Building audiences to improve customer reach, impact, engagement and outcomes
- Create clear and consistent content and key messages in relation to issues significant to the community and Councillors
- Monitor and evaluate community sentiment on community-led Facebook pages and mitigate emerging issues and risks
- Work with Council's DTS area to investigate ways in which AI can be utilised to assist with social media monitoring and tracking.
- Provide back up to the Media Coordinator when required (on-call weekend and Public Holiday support will be required on an alternate basis)

## Accountability and Extent of Authority

- Accountable for providing guidance and advice to Council's social media user group network and sharing best practice updates and policy requirements.
- Set the standard for, and lead with guidance and support the organisation in, the delivery of reputational enhancing messaging.
- Oversee the monitoring of other selected social media for emerging or current issues.
- Work closely with Head of Communications and Brand and Media Coordinator to ensure consistency of approach
- Accountable for delivering communications that are timely, relevant, accurate.
- Accountable for administering, reviewing and updating guidelines and policies, including the Social Media Policy, for the appropriate use of communication channels to ensure best practices are met and risks are mitigated.

## Judgement and Decision Making

- Make decisions on editing and publishing of social media through applying appropriate guidelines and standards within parameters set by supervisor.

- Use judgement to solve complex communication problems by applying strategic, social media and corporate affairs expertise, established policies and frameworks, and conducting research.
- Use judgement to apply critical review and recommend amendments to communication, marketing and social media procedures, content and processes.
- Taking a global view of the organisation, make decisions that highlight organisational priorities and identify and mitigate potential risks, particularly on social media platforms.

### Specialist Skills and Knowledge

- Excellent verbal and effective, creative written communication skills, including the ability to write for a broad range of audiences, styles and mediums.
- Relevant understanding of and experience in media and corporate affairs principles and strategies.
- Understanding and proven experience in the planning and delivery of reputational enhancing campaigns and strategies.
- Relevant experience in journalism, corporate affairs or media.
- Ability to think creatively about content opportunities and apply best practice communications tactics and approaches to appropriately engage and influence our diverse audiences.
- Generate great ideas and react quickly to leverage opportunities to create distinctive and engaging content.
- Experience in planning, delivering, measuring and reporting on the effectiveness of communications campaigns.
- Strong commitment to the highest standards of customer service and attention to detail.
- An understanding of the broader goals of the organisation and the complex political sensitivities.

### 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 organise work for self, manage own time and priorities, work under pressure and meet deadlines at an advanced level.
- Ability to achieve tasks despite conflicting pressures with limited guidance.

### Interpersonal Skills

- Demonstrated experience working in a cross-organisational context and an ability to communicate and develop rapport with, gain cooperation and influence others, and build positive, constructive working relationships with stakeholders at all levels.
- Able to actively listen, generate ideas and involve others; facilitate, gain cooperation, collaborate, be responsive and influence outcomes.
- Demonstrate flexibility and resilience to meet the challenges of a fast-paced, complex, sometimes challenging and often 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, public relations, journalism or other relevant tertiary qualification or extensive relevant experience.
- Demonstrated experience in crisis communications, including communications planning and implementation.
- Experience in creating content for, moderating, and monitoring social media.
- Experience working within a political environment or equivalent stakeholder management.
- Demonstrated experience working in a cross-organisational context and an ability to build positive and constructive working relationships.

### 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
- 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

- Relevant qualifications and/ or experience and skills in marketing and communications planning and implementation, including social media management, in an organisational context.
- Experience in and demonstrated ability of planning, supporting and delivering improvements to communications within a large and complex organisation.
- Excellent written and verbal communication skills, and experience in writing and editing for a variety of audiences in a range of mediums with an emphasis on digital channels.
- Experience in crisis management or reactive media relations.
- Demonstrated ability to work flexibly, effectively, resiliently, and cooperatively as part of a team in a demanding, fast-paced environment with competing priorities, stakeholders and timelines; and provide excellent customer service to both internal and external customers.

*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*



## Position Description

PD Digital Communications and City Marketing Lead, May 2025

*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.*

### Our values

Working together  
Performance

Creative and strategic thinking  
Courage and integrity

Personal growth  
Accountability, Community First