

Position Description (People Managers)

Communications Manager

Division	Chief Operating Office
Business Unit	City Communications
Management Level	M4
Grade/Band	7
Date position description approved	29 January 2020

Council overview

At the City of Sydney our people are our most important asset and central to achieving our exciting and ambitious Sustainable Sydney 2030 – developing a green, global and connected city. The City of Sydney works to build socially sustainable communities that support a more inclusive Sydney – a city that is also more connected, liveable and engaged.

From our high-quality facilities to local services and initiatives, we are dedicated to delivering the best city environment for business, work, living and recreation.

Council values

Our people are custodians of public trust and confidence. In recognising this, we are committed to building a high performing culture built on the values of collaboration, courage, integrity, innovation, quality and respect. These six core values guide everything we do at the City.

Primary purpose of the position

Partner with key stakeholders to implement the corporate communications plan.

Lead the coordination, development and delivery of high quality, contemporary corporate and internal communications campaigns for the promotion and provision of information about the City’s wide range of programs and services.

To ensure the City’s diverse communities are well informed and to support the ongoing positioning and enhancement of Sydney as a globally competitive and innovative city.

Key accountabilities

- Establish and foster constructive relationships with internal partners, City Communications colleagues and relevant external stakeholders to ensure the marketing communications activities of the unit are conducted and delivered in an

efficient, highly collaborative manner that promotes the unit's multi-functional way of working.

- Coordinate resourcing and establish collaborative multi-functional teams to suit to requirements of the various marketing communications programs delivered by City Communications.
- Drive the implementation of the corporate communications plan through the work of the unit, ensuring programs meet defined objectives to contribute to the delivery of the outcomes of the City's Community Strategic Plan.
- Develop and deliver high quality, strategic internal communications for City staff.
- Research, develop, implement and measure effective marketing communications programs, using best practice techniques and technologies in order to keep pace with the constantly changing communications environment.
- Take a leadership role in the guidance, coaching and motivation of all staff to ensure the highest quality of advice and outputs.
- Perform line management duties for all direct reports.

Key challenges

- Balancing a wide range of organisational priorities and objectives while ensuring the needs to the community are kept central to all decision making.
- Managing a complex and constantly evolving workload and being adaptable and open to change in an extremely fast paced environment subject to rapid change.

Key relationships

Who	Why
Internal	
Manager: Manager, Corporate Communications	<ul style="list-style-type: none"> • Receive advice and report on progress towards business objectives and discuss future directions • Provide expert advice and contribute to decision making • Identify emerging issues/risks and their implications and propose solutions
Direct Reports	<ul style="list-style-type: none"> • Lead, direct, manage and support performance and development • Guide, support, coach and mentor
City Communications Colleagues	<ul style="list-style-type: none"> • Work collaboratively with all City Communications units in relation to development of brand, content, digital assets and channels
Internal Partners	<ul style="list-style-type: none"> • Consult, collaborate and service internal partners' marketing communications requirements such that is best serves the City's diverse communities and audiences • Lead discussions and decisions regarding key projects and deliverables
Project Teams	<ul style="list-style-type: none"> • Guide, support, coach and mentor team members • Lead discussions and decisions regarding key projects and deliverables

Who	Why
External	
Stakeholders <ul style="list-style-type: none"> • Government agencies • The media • Other city administrations • The community 	<ul style="list-style-type: none"> • Engage in, consult and negotiate the development, delivery and evaluation of projects • Manage expectations and resolve issues
Vendors/Service Providers and Consultants	<ul style="list-style-type: none"> • Communicate needs, facilitate routine business transactions and resolve issues • Negotiate and approve contracts and service agreements • Manage contracts and monitor the provision of service to ensure compliance with contract and service agreements

Key dimensions

Decision making

The position, in collaboration with the Marketing Communications Managers has primary responsibility for:

- Coordinating, resourcing and driving the development, implementation and evaluation of corporate and internal communications services for the organisation.
- Servicing the organisation's corporate and internal communications needs by developing strong, collaborative relationships with internal partners

Reports to

Manager, Corporate Communications

Direct reports

Approximately 2 direct reports

- Internal Communications Officer x 1
- Senior Graphic Designer x 1

Estimated number of indirect reports

0

Essential Knowledge, Skills & Experience

- Tertiary qualifications in marketing, communications or a related discipline and /or extensive experience in a senior marketing communications role within a large complex organisation
- Extensive experience across the entire suite of contemporary marketing communications techniques to successfully develop and implement large scale marketing communications strategies and plans to achieve organisational objectives within strict timeframes and established budgets and balancing competing priorities
- Excellent project management skills and experience in managing multiple projects/accounts on time and on budget
- Advanced problem solving and decision-making ability including experience working with a diverse range of stakeholders to deliver mutually beneficial outcomes
- Extensive experience in building and managing relationships with partners and stakeholders in both public and private sector settings
- Strong leadership, motivational and people management competencies with experience in leading and coaching multi-functional teams of professionals in a complex working environment



Capabilities for the position

The City's **Leadership and Management Capability Framework (LMCF)** outlines the capabilities expected of people managers to perform well in their role. They are expressed as behaviours that show expected knowledge, skills and our values. There are capabilities for employees and managers which provide clarity, common language and consistency.

Focus capabilities

The capabilities in bold are the focus capabilities for this position. The focus capabilities are those judged to be most important at the time of recruiting to the position. That is the ones that must be met at least at a satisfactory level for a candidate to be suitable for appointment. The table below outline the suggested focus capabilities for both Leadership and management and is a guide.

Capability Group	Capability Name	Level
Leadership	Displays Awareness of Self and Others	Section Unit Manager - M4
	Cultivates Productive Relationships	Section Unit Manager - M4
	Drives Results	Section Unit Manager - M4
	Develops People and Culture	Section Unit Manager - M4
	Operates Strategically	Section Unit Manager - M4
Management	Technology and Information Management	Section Unit Manager - M4
	Finance and Resource Management	Section Unit Manager - M4
	Asset Management	Section Unit Manager - M4
	Risk Management, Safety and Compliance	Section Unit Manager - M4
	Procurement and Contract Management	Section Unit Manager - M4
	Project Management	Section Unit Manager - M4
	Change Management	Section Unit Manager - M4
	People Management	Section Unit Manager - M4