

# Position Description (Employee)

## Coordinator - Waste Engagement and Communications

<b>Division</b>	<b>City Services</b>
<b>Business Unit</b>	<b>Cleansing and Waste – Resource Recovery</b>
<b>Grade/Band</b>	<b>Band 5</b>
<b>Position Number</b>	<b>DW9832</b>
<b>Date position description approved</b>	<b>16/10/2019</b>

### 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

Coordinate and deliver high-quality and effective engagement strategies and communications for the Cleansing and Waste unit that will promote the City’s waste and recycling services, raise awareness, shift attitudes and enable positive behaviour change to encourage the City of Sydney community to waste less, recycle more and keep streets clean.

### Key accountabilities

- Develop and implement tactical communications to encourage behaviour change ensuring all messages remain true to a meaningful overarching narrative that presents a coherent, coordinated and clear story that aligns with the City’s strategic waste objectives and the Cleansing and Waste’s business unit priorities.

- Coordinate and deliver communication, engagement and promotional needs for the City's cleansing and waste services and programs which may include:
  - Collateral design and production, copywriting, editing, application development, social media plan and activity,
  - Content and copywriting, editing and proofing for all materials
  - Website content management, promotions and eNews content
  - Smart phone application development
  - Development of social media plan and coordination of activity
- Develop, deliver and evaluate communication plans, programs, activities and materials in consultation with key stakeholders for resource recovery programs, projects and services.
- Work collaboratively within the organisation and with contractors, to ensure engagement and communication projects are kept to schedule and appropriate consultation and approvals are sought.
- Keep abreast of key industry issues, news and developments, applying the latest technologies, approaches and innovations to program design where applicable.

## Key challenges

- Deliver accurate and measurable engagement communications in a high volume environment ensuring that it is in line with the City's strategic priorities.
- Efficiently juggle multiple projects and balance a broad range of stakeholder needs and customer expectations given that these may often have competing priorities.

## Key relationships

Who	Why
<b>Internal</b>	
Manager Waste Engagement and Communications	<ul style="list-style-type: none"> <li>• Receive advice and report on progress towards business objectives and discuss future directions</li> <li>• Provide expert advice and contribute to decision making</li> <li>• Identify emerging issues/risks and their implications and propose solutions</li> </ul>
Cleansing and Waste Marketing, Communications and Media, Publications and Design	<ul style="list-style-type: none"> <li>• Engage in, consult and negotiate the development, delivery and evaluation of projects</li> <li>• Manage expectations and resolve issues</li> <li>• Collaborate, support and provide advice to staff</li> </ul>
OLM	<ul style="list-style-type: none"> <li>• Lead discussions and decisions regarding key projects and deliverables</li> <li>• Seek relevant approvals as required</li> </ul>
<b>External</b>	
Residents and targeted community audiences and groups.	<ul style="list-style-type: none"> <li>• Engage, consult and provide with outreach and education activities</li> <li>• Provide timely customer service and support</li> <li>• Manage expectations and resolve issues</li> </ul>

Who	Why
NGOs, government agencies, industry and community organisations,	<ul style="list-style-type: none"> <li>Engage in and consult with on the development, delivery and evaluation of projects</li> </ul>
Service providers and consultants	<ul style="list-style-type: none"> <li>Communicate needs, facilitate routine business transactions and resolve issues</li> <li>Manage contracts and monitor the provision of service to ensure compliance with contract and service agreements</li> </ul>

## Key dimensions

### Decision making

The position is expected to comply with the Work Health and Safety Act and associated legislation in the performance of all duties.

The position is accountable for decisions regarding all project objectives, the day to day work program for themselves, and contractors and for the provision of advice to team members and relevant stakeholders on engagement and communication activities.

### Reports to

Manager Waste Engagement and Communications

### Estimated number of indirect reports

Contractors as required

## Essential Knowledge, Skills & Experience

Tertiary qualifications, at degree level, in communications or a related discipline and extensive relevant knowledge and experience in a similar field.

Demonstrated project management skills with the ability to deliver simultaneous projects on time and within budget and experience working across a broad range of creative disciplines such as print, design, photography, film, web, multimedia and social media.

Extensive applicable knowledge of innovative marketing and communication tools, tactics and technologies.

## Capabilities for the position

The City's capability framework outlines the capabilities everyone needs to work 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.

Capability Group	Capability Name	Level
Personal attributes	Act with Integrity and Courage	Intermediate
	Demonstrate Accountability	Intermediate
	<b>Manage Self</b>	<b>Adept</b>
	Display Resilience and Adaptability	Intermediate
Relationships	<b>Work Collaboratively</b>	<b>Intermediate</b>
	Communicate and Engage Respectfully	Adept
	<b>Community and Customer Focus</b>	<b>Adept</b>
	Influence and Negotiate	Intermediate
Results	Deliver Quality Results	Intermediate
	<b>Create and Innovate</b>	<b>Adept</b>
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
Resources	Finance	Intermediate
	<b>Technology and Information</b>	<b>Adept</b>
	Assets and Tools	Foundational
	Procurement and Contracts	Intermediate

*\*This profile is subject to an organisation-wide review of capability profiles. The final profile may vary slightly.*

## 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 to be met at least at a satisfactory level for a candidate to be suitable for appointment.

Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Manage Self	Adept	<ul style="list-style-type: none"> <li>Initiates action on team/unit projects, issues and opportunities</li> <li>Accepts and tackles demanding goals with drive and commitment</li> <li>Seeks opportunities to apply and develop strengths and skills</li> <li>Examines and reflects on own performance</li> <li>Seeks and responds well to feedback and guidance</li> </ul>
<b>Relationships</b> Work Collaboratively	Intermediate	<ul style="list-style-type: none"> <li>Encourages an inclusive, supportive and co-operative team environment</li> <li>Shares information and learning within and across teams</li> <li>Works well with other teams on shared problems and initiatives</li> <li>Looks out for the wellbeing of team members and other colleagues</li> <li>Encourages input from people with different experiences, perspectives and beliefs</li> <li>Shows sensitivity to others' workloads and challenges when asking for input and contributions</li> </ul>
<b>Relationships</b> Community and Customer Focus	Adept	<ul style="list-style-type: none"> <li>Demonstrates a sound understanding of the interests and needs of customers and the community</li> </ul>

		<ul style="list-style-type: none"> <li>• Takes responsibility for delivering quality customer-focused services</li> <li>• Listens to customer and community needs and ensures responsiveness</li> <li>• Builds relationships with customers and identifies improvements to services</li> <li>• Finds opportunities to work with internal and external stakeholders to implement improvements to customer services</li> </ul>
<b>Results</b> Create and Innovate	Adept	<ul style="list-style-type: none"> <li>• Produces new ideas, approaches or insights</li> <li>• Analyses successes and failures in the organisation for insights to inform improvement</li> <li>• Identifies ways in which industry developments and trends impact on own business area</li> <li>• Shows curiosity in the future of the community and region and thinks creatively about opportunities for the organisation</li> <li>• Identifies, shares and encourages suggestions for organisational improvement</li> <li>• Experiments to develop innovative solutions</li> </ul>
<b>Resources</b> Technology and Information	Adept	<ul style="list-style-type: none"> <li>• Selects appropriate technologies for projects and tasks</li> <li>• Identifies ways to leverage the value of technology to achieve outcomes</li> <li>• Ensures team understands their obligations to use technology appropriately</li> <li>• Ensures team understands obligations to comply with records, information and knowledge management requirements</li> </ul>