

# Position Description (People Managers)

## Manager - Waste Engagement and Communications

<b>Division</b>	<b>City Services</b>
<b>Business Unit</b>	<b>Cleansing and Waste – Resource Recovery</b>
<b>Management Level</b>	<b>Supervisor</b>
<b>Grade/Band</b>	<b>Band 6</b>
<b>Position Number</b>	<b>DW9831</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

Strategically lead, develop 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

- Design and manage strategic and 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.

- Manage all 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
- Ensure engagement and communication plans and materials are produced to the highest standard, content is clear and concise, meets clients objectives and captures the key messages to be delivered to recipients;
- Lead the development of communication plans, engagement programs, budgets, reports and materials in consultation with key stakeholders for resource recovery programs, projects and services.
- Monitor and evaluate communication plans, programs and activities, acting on outcomes and implementing ideas for continuous improvement and communicating results.
- Coordinate research and analyse key waste issues and trends to develop appropriate messaging and ensure customer needs and expectations are met.

## Key challenges

- Ensure the achievement of results and deadlines have maximum impact on the community within a fast-paced environment given that this will demand a high level of organisation, innovation and adaptability.
- Deliver accurate and measurable communications in a high volume environment ensuring that it is in line with the City's strategic priorities.
- Efficiently juggle multiple projects and strategically 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>	
Resource Recovery Manager	<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>
Coordinator Waste Engagement and Communications	<ul style="list-style-type: none"> <li>• Lead, direct, manage and support performance and development</li> <li>• Guide, support, coach and mentor</li> </ul>
Cleansing and Waste Marketing, Communications and	<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> </ul>

Who	Why
Media, Publications and Design	<ul style="list-style-type: none"> <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>Lead relevant approvals as required</li> </ul>
External	
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>
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, direct reports and contractors and for the provision of advice to team members and relevant stakeholders on engagement and communication strategies, plans and activities.

### Reports to

Resource Recovery Manager

### Direct reports

Coordinator 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 experience in behaviour change communications or a similar field

with sound knowledge of the resource recovery, environmental, sustainability, or related sector.

Proven experience in communications management and extensive experience working across a broad range of creative disciplines such as print, design, photography, film, web, multimedia and social media.

Advanced oral, written and presentation communication skills and extensive applicable knowledge of innovative marketing and communication tools, tactics and technologies.

Highly developed project management skills with the ability to deliver simultaneous projects on time and within budget

## 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	<b>Displays Awareness of Self and Others</b>	Team Leader/ Supervisor
	<b>Cultivates Productive Relationships</b>	Team Leader/ Supervisor
	<b>Drives Results</b>	Team Leader/ Supervisor
	Develops People and Culture	Team Leader/ Supervisor
	<b>Operates Strategically</b>	Team Leader/ Supervisor
Management	Technology and Information Management	Team Leader/ Supervisor
	Finance and Resource Management	Team Leader/ Supervisor
	Asset Management	Team Leader/ Supervisor
	Risk Management, Safety and Compliance	Team Leader/ Supervisor
	<b>Procurement and Contract Management</b>	Team Leader/ Supervisor
	<b>Project Management</b>	Team Leader/ Supervisor
	Change Management	Team Leader/ Supervisor
	People Management	Team Leader/ Supervisor