

Communications at Banyule – join our new direction

Candidate information pack



About Banyule City Council

Banyule City Council is an award-winning organisation committed to a customer-focused culture of innovation, best practice and continuous improvement. We serve a diverse and vibrant community of more than 129,000 residents from over 140 cultural backgrounds, and we prioritise inclusion, access, equity and community wellbeing.

Everything we do is underpinned by our Community Vision 2041:

“We in Banyule are a thriving, sustainable, inclusive and connected community. We are engaged, we belong, and we value and protect our environment”.

We deliver more than 100 services, including: youth and family services, open space management, economic development, planning, waste management, community wellbeing, and customer service.

Council is governed by an elected group of Councillors, with day-to-day operations overseen by the CEO and Executive Management Team.

All Banyule staff are to adopt the key values of Working Together Working Better and strive to meet these behaviours in carrying out their duties.

Our core values are:



RESPECT is characterised by supporting each individual's dignity and worth.



INTEGRITY is the quality of staying true to our moral, ethical, and spiritual principles.



RESPONSIBILITY is acknowledging and accepting the choices we make, the actions we take, and the results they lead to.



INITIATIVE is characterised by having a proactive, resourceful and persistent approach to work.



INCLUSION is characterised by embracing and valuing the perspectives and contributions of all.

Exciting opportunities

Banyule is evolving how we communicate with our community – and this is your chance to be part of that change.

Thankfully, nothing is broken – in fact, our community consistently rate our communications efforts highly. However, the landscape we're working in is changing – so we too must change.

Over the past few years, expectations of local government communication have shifted. Clearer communication is expected, digital experiences must work seamlessly, storytelling needs to entertain, and the audiences expected personalised and tailored communications. At the same time, our work is also becoming richer – spanning multi-million dollar major capital works projects, communicating about essential services, encouraging wellbeing, promoting action on climate, driving community advocacy and much more.

In response, Banyule City Council adopted a new 4-year Communications Strategy to move our work ahead. It sets a clear direction of the challenges ahead, and how we're going to solve them.

To deliver on these ambitions, the communications team is getting some more investment and introducing new roles to elevate our brand, enhance content quality, and support modern, user-centred communication. This will help us to achieve the purpose of our strategy:

"To improve the reach, responsiveness and impact of our communications"

Overview of the roles

Over the past 5–10 years, technology, communications channels, and audience behaviours have transformed significantly. A new Communications Strategy and the Banyule Plan 2025–29 clearly established the need for expanded digital capability, stronger brand management, and more coordinated, user-centred content delivery.

To deliver on these priorities, we have three new roles available covering the following key areas.

In house brand & design expertise

The creation of a **Graphic Design and Brand Advisor** brings professional design capability into the organisation for the first time. This improves quality and brand consistency, reduces outsourcing costs, speeds up delivery, and strengthens the organisation's visual presence.

Stronger digital capability and modern communication practice

A new digital-focused **Digital Communications & Content Advisor** will ensure Council can meet rising demand across channels like social media, video, e-newsletters, digital campaigns, digital advertising and more. This significantly enhances Council's ability to deliver timely, accessible, engaging communication across platforms.

More strategic, coordinated content & campaign delivery

The new Content and Campaigns team, led by the **Content and Campaigns Lead**, brings together advisors who previously worked across separate streams. This enables a streamlined, strategic approach to storytelling, campaigns, media, digital communications, and corporate communication that will result in clearer, more impactful messaging for the community

What we're looking for

Content and Campaigns Lead

Band 7- \$109,953.82 to \$122,671.33 per annum plus super.

Role purpose

As Council's Content and Campaigns Lead, you'll lead the development and direction of storytelling, content and campaign strategies that strengthen Banyule City Council's reputation and inspire community to listen and take action – particularly through Council's digital content, social media, publications, media and marketing functions.

What you'll be doing:

- **Lead and manage a small communications team** – coaching staff, contributing to planning and continuous improvement, and upholding Council values and communication standards.
- **Shape Council's storytelling and content direction** – ensuring all messaging reflects Banyule's values, priorities and community needs, and is delivered consistently across digital, print and social channels.
- **Lead strategic, multi-channel campaigns** – developing creative, measurable campaigns that raise awareness, drive engagement and support positive behaviour change, including managing budgets, timelines, evaluation and reporting.
- **Oversee Council's social media presence** – guiding day-to-day activity, supporting team content creation, responding to community issues, and analysing performance to improve reach and engagement.

Ideal candidate/about you

- This position requires advanced skills in strategic planning, communications, marketing, and proficiency with a wide range of digital tools, including e-newsletters, forms/templates, video, podcasts, and social media.
- You'll be a communications professional with strong qualifications and extensive experience developing integrated communications, storytelling, and marketing strategies that enhance reputation and engage diverse audiences.
- You'll have proven leadership expertise in planning and evaluating multi-channel campaigns, deep expertise in digital and social media, and the ability to guide and develop staff.
- Further setting you up for success will be your excellent stakeholder management, strong interpersonal and advisory skills, and the capability to analyse data and insights to continually improve communication outcomes.

Applications close **10 February 2026 at 11:45pm**. Applications must be made through our recruitment portal - [Job Vacancies](#)

Graphic Design and Brand Advisor

Band 6 - \$98,255.03 to \$106,820.88 per annum plus super.

Role purpose

You'll be the custodian of Banyule's visual branding – ensuring it's correctly applied and has maximum impact. The role is responsible for bringing creative leadership, advice and practice – and is responsible for planning, designing, and managing the production of graphic design, branding and visual communications.

What you'll be doing

- **Create high-quality visual content** across print, digital, campaign and publication formats. Manage workflows, digital assets, file preparation and supplier coordination (e.g., printers, designers).
- **Lead the design and layout** of major Council publications and guide effective use of templates.
- **Own and maintain Banyule's visual identity**, ensuring consistent, accessible and on-brand design.
- **Collaborate with stakeholders** to interpret briefs, manage competing priorities and deliver impactful design solutions.
- **Produce innovative digital assets**, stay across design trends, and apply best-practice accessibility and UX principles.
- **Build internal capability** by offering design guidance, training and support to colleagues.
- **Support photography and videography needs**, including coordinating shoots and maintaining the digital asset management system.

Ideal candidate/about you

- You'll bring exceptional graphic design and visual communication skills, with the ability to deliver polished work across publications, digital content, social media, signage and campaign materials.
- You're highly skilled in the Adobe Creative Suite and confident working with template-based platforms such as Canva.
- You have strong capability in brand and visual identity management, knowing how to develop, maintain and consistently apply brand systems across a wide range of outputs.
- You bring excellent project, time and stakeholder management skills, able to juggle multiple design projects, meet deadlines and work collaboratively in a fast-paced environment.
- You understand accessibility standards and production processes, preparing accurate artwork for print and digital channels and working effectively with external suppliers. [\[](#)
- Experience in government or complex organisations is an advantage, helping you navigate structure, approvals and community-facing communications.

Applications close **17 February 2026 at 11:45pm**. Applications must be made through our recruitment portal - [Job Vacancies](#)

Digital Communications and Content Advisor

Band 6 - \$98,255.03 to \$106,820.88 per annum plus super.

Role purpose

Bring Banyule's stories to life by developing, coordinating and publishing engaging digital and written content that supports Council's communications and campaign objectives.

The role manages social media activity, contributes to storytelling and marketing initiatives, and provides advice and support on effective digital communication

What you'll be doing

- **Create and deliver engaging digital content** – writing, editing and publishing compelling material across Council's website, social media, e-newsletters and digital campaigns, ensuring consistent tone, accessibility and audience focus.
 - **Lead Council's social media presence** – planning and scheduling posts, monitoring conversations, responding to community issues, producing multimedia content, and analysing insights to continually improve reach and engagement.
 - **Shape digital storytelling and campaigns** – bringing community stories to life, supporting major strategic campaigns, and independently delivering smaller-scale campaigns from concept through to execution and evaluation.
 - **Support and advise internal teams** – providing expert guidance on digital communication, content development and social media best practice, ensuring alignment with Council priorities and communication standards.
- Drive continuous improvement** – using analytics, trends and feedback to improve content, identify opportunities to enhance digital service delivery, and champion best-practice approaches across the organisation.

Ideal candidate/about you

- You'll have extensive professional social media experience, strong digital storytelling and marketing capability, and exceptional written and verbal communication skills.
- This will be complemented by the ability to interpret analytics and translate complex information into clear and engaging content, and publish effectively across digital platforms.
- You'll be curious and collaborative, showing initiative, and identifying opportunities to enhance communication outcomes.

Applications close **24 February 2026 at 11:45pm**. Applications must be made through our recruitment portal - [Job Vacancies](#)

Why join Banyule?

Working at Banyule means being part of a forward-thinking, community centred organisation committed to innovation and continuous improvement. You will:

- Contribute to a sector-leading communications strategy.
- Shape how the community learns about and engages with Council services.
- Work in a collaborative environment that embraces diversity and inclusion.
- Access leadership support, learning pathways and development opportunities.

Benefits of working with Banyule:

- All positions are permanent full-time with genuine work-life balance, hybrid working, and generous leave arrangements. Part-time arrangement can also be considered.
- Monthly Rostered Days Off (for full time positions).
- Study assistance – support to help keep developing your skills.
- Award-winning learning and development opportunities.
- Health and well-being initiatives including Fitness Passport.
- 26 weeks of paid parental leave - primary carer/4 weeks of paid parental leave – partner.

Interested in applying? Next steps for applicants:

Please review the Position Description for your preferred role and prepare:

- A cover letter addressing the Key Selection Criteria
- A resume outlining experience and achievements
- A copy or link to your portfolio (if applying for the Brand and Design Advisor position)

Applications are welcomed from candidates who are passionate about community, communication and customer focused content design.

Applications must be made through our recruitment portal - [Job Vacancies](#) – please note the closing date for each role.

If you have any questions or want to chat about your interest in these exciting new positions, please contact Glenn Frisch, Communications Coordinator, on 0478 280 470