

Position Description

Position title:	Community Engagement Specialist
Directorate:	Strategy and Engagement
Service Unit:	Major Events and Corporate Affairs
Reports to:	Community Engagement Coordinator
Direct reports:	Nil
Salary point:	SP13
Work location:	City Administration Centre, 12 Stewart Avenue, Newcastle West
Date revised:	October 2020

What's it like working at the City of Newcastle?

We are focused on making a real difference in our community and achieving our vision of **creating a smart, liveable and sustainable global city**. We are proud to deliver services valued by our community. People come first at the City of Newcastle, which means providing employees with meaningful work and capacity for work life balance. As a large local organisation, the City of Newcastle offers opportunity to develop in your current role, grow into future opportunities and reach your full potential.

Our organisation's values are **Cooperation, Respect, Excellence and Wellbeing** which are underpinned by our behaviours of courage, trust and pride. Together, our values and behaviours support our decision making, our day to day interactions and everything we do.

What's it like working in Major Events and Corporate Affairs

Major Events and Corporate Affairs delivers a vibrant city through flagship events and destination marketing, while building our community relationships through engagement and communications.

The Unit delivers strategic communications for the organisation encompassing internal and external communications, branding and design.

A specific focus is whole-of-organisation communication and promotion. We continually enhance and evolve CN's community engagement activities to increase community involvement in decision-making.

What's the focus of this position?

Reporting into the Community Engagement Coordinator, the primary responsibility of this position is to develop a broad range of communications and engagement strategies to promote CN's projects, priorities and services to help maintain the integrity and accuracy of information to the community.

What you'll be doing:

- Assist CN to engage with the community utilising a wide range of engagement tools and techniques.
- Develop, design and implement engagement programs, surveys as well as online engagement activities and face to face engagement in conjunction with the Major Events and Corporate Affairs (MECA) team.
- Conduct statistical analysis of resident feedback and compilation of high quality analytical and interpretative reports.
- Champion community engagement at CN and help develop mechanisms to advance CN's community engagement effectiveness.
- Deliver measurable improvements in the effectiveness of CN's community engagement.
- Research, monitor and review trends & strategies in community engagement.
- Demonstrate effective interpersonal skills by establishing a positive working relationship with a broad of stakeholders.
- Develop broad ranging communications and engagement strategies to promote CN's projects, priorities and services to help maintain the integrity and accuracy of information to the community.
- Identify emerging critical issues and develop and implement issues management strategies in conjunction with the MECA team.
- Any other accountabilities or duties as directed by Supervisor / Manager which are within the employee's skill, competence and training.

The essentials you'll need:

- Bachelor's Degree in Social Science, Humanities, Communications, Marketing or related qualification with solid work experience in community engagement, social or market research, communications and/or relevant experience.
- Understanding of and experience with a range of research approaches, methods, and techniques and ability to select appropriate methods for different engagement requirements.
- Sound experience in the design, and implementation of qualitative and quantitative research, as well as demonstrated data analytical and interpretation skills.
- Proven ability to facilitate face to face engagement with both small and large groups.
- Demonstrated high level written and verbal communication skills, developing high quality marketing collateral and demonstrating strong presentation and report writing skills.
- High level computer skills particularly with database management and statistical analysis software.
- Be willing and able to work in a dynamic and fluid environment with the flexibility to work outside regular business hours during the evening and on weekends.
- Current C Class drivers' licence.

Other valuable skills you may have:

- Experience with using electronic/online engagement tools.
- IAP2 Certificate in Community Engagement.
- Understanding of and commitment to ethical research practice and the principles of social justice and equity.
- Well-developed personal initiative, ability to meet deadlines and to balance competing priorities.



- Demonstrated ability to work both independently and within teams, including interdisciplinary teams and to collaborate with staff of varying disciplines.
- Demonstrated ability to manage projects.

We'll encourage you along the way

We will partner with you to support your performance and ongoing development to ensure you are fully prepared for future challenges as this position and our organisation adapts and evolves.

I acknowledge that I have read and understood the requirements and responsibilities of this position as detailed in the Position Description (PD) and have discussed the PD with my Manager.

Employee Name:	
Employee Signature:	
Date:	