

Position Description

Position title:	Project Manager Engagement – Coastal
Directorate:	Strategy and Engagement
Service Unit:	Major Events and Corporate Affairs
Reports to:	Media and Stakeholder Relations Manager
Direct reports:	Nil
Salary point:	SP16
Work location:	City Administration Centre, 12 Stewart Avenue, Newcastle West
Date revised:	February 2021

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 is a diverse, multi-faceted team that provides strategic support throughout the organisation.

Creative and versatile with a focus on clear communication, we work within our team and across other service units on a range of projects that connect and promote City of Newcastle and our services to the community.

We think outside the square to provide guidance and direction across written and visual mediums, craft internal and external communication collateral and promote our corporate services and facilities to relevant audiences.

Delivering initiatives to attract and support community, business and major events allows us to help create a vibrant, activated city, while also driving awareness of Newcastle's tourism value through destination marketing, brand awareness and visitor information.

To build and maintain trust in City of Newcastle itself, we engage with the community and stakeholders during decision-making, and liaise with the media around our facilities, activities, and achievements.

What's the focus of this position?

The Project Manager Engagement – Coastal is responsible for coordinating strategic communications and community engagement activities for City of Newcastle (CN)'s coastal management and revitalisation projects.

This position will be responsible for assisting on the development and implementation of strategies to engage the community with projects delivered along the city's coastline, ensuring a high level of awareness of and connection to CN's strategic vision and facilitating genuine consultation to support planning.

What you'll be doing:

- Manage the delivery of communications and engagement projects from conception through to close out with appropriate consideration to political, legislative and organisational aspects.
- Undertake consultation and engagement with relevant CN business areas to fully understand the context, scope, constraints and objectives of projects.
- Use a range of communications methods and tools to build awareness of coastal management and revitalisation issues and opportunities and to inform an educated community dialogue.
- Use qualitative and quantitative methods to gather feedback from the community, providing reports and recommendations based on results.
- Deliver regular updates to the community on projects using traditional and digital communications tools.
- Coordinate delivery of services by external contractors and suppliers including the development of all required briefs, procurement and contractual documentation.
- Work cohesively and collaboratively with internal and external stakeholders to ensure a coordinated approach that encourages innovation, customer service and continuous improvement.
- Prepare detailed and accurate reports on projects to the Media and Stakeholder Relations Manager including all identified risk events and any proposed mitigation strategies.
- Report on the progress against project plans and prepare detailed reports on project statuses, presenting to and participate in advisory and working groups as required.
- You will be required to carry out other duties that are within the limits of your skills, competence, training and/or experience as directed by your Manager.

The essentials you'll need:

- Bachelor's Degree in Communications, Marketing, Social Science or a related qualification, and/or demonstrated experience.
- Extensive experience in managing issues using communications and engagement tools to ensure positive corporate and community outcomes.
- Demonstrated success in creating strategic partnerships and developing and maintaining cooperative working relationships with a wide range of internal stakeholders, community, business, other government entities and key external stakeholders.
- Extensive experience in delivering communications outcomes through tools such as media releases, flyers, website content, social media, etc.
- Demonstrated project management experience working within a project delivery environment involving the management of multiple stakeholders and delivery of projects in accordance with financial, scope, quality and time constraints.



- Excellent written and verbal communication skills with the ability to influence and translate technical information into plain English.
- High level interpersonal skills demonstrated by abilities in negotiation, conflict resolution, consultation and positive team participation.
- Highly developed research, analytical and problem-solving skills, particularly in interpreting and developing strategic policy and operational processes.
- 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:

- IAP2 Certificate in Engagement
- Experience working in Government
- Experience working on planning and/or infrastructure projects
- Experience in designing and implementing qualitative and quantitative social research and analysing and interpreting research findings.

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:	