

# Role Description

## Senior Engagement Officer



<b>Title</b>	Senior Engagement Officer
<b>Classification/Grade/Band</b>	Band 3 Level 2
<b>Group/Unit/Section</b>	Corporate Affairs / Communications, Marketing and Customer Engagement / Communications & Engagement
<b>Reports to</b>	Team Leader Strategic Communications & Engagement

### Vision

A vibrant organisation doing great things.

### Purpose

To provide valuable services that strengthen and support the Central Coast Community.

### Values

Decisions, actions and behaviours are governed by our Corporate Values; Be Safe, Serve, Collaborate, Improve, Be Your Best and Be Positive. All employees have a responsibility to uphold and champion these values.

### Primary Role Statement

In contributing to the overarching vision and purpose, the role of Senior Engagement Officer is responsible for the development, implementation and evaluation of Council's Engagement Framework. This will be achieved through actively building and promoting strong community networks and links to encourage participation and engagement within Central Coast Council (CCC) and the local community.

The position of Senior Engagement Officer is required to provide quality customer service and create value for the community.



## **Key Duties and Responsibilities**

- Develops and implements actions and initiatives of the Engagement Framework, including refining and further developing the framework to meet business needs;
- Contributes to the annual Communication Strategy through the delivery of an annual plan for engagement;
- Manages content responses to public, resident and stakeholder enquiries regarding community engagement projects and various Council issues across multiple engagement channels including but not limited to social media, telephone, online engagement platforms;
- Manages delivery of engagement channels including community meetings, forums, workshops, online platforms and other e-consultation mediums;
- Provides high level engagement advice to business units and oversees implementation of community engagement projects undertaken across Council;
- Research, develop, and implement a range of innovative, relevant and effective techniques to engage the Central Coast community in Council matters;
- Evaluates the effectiveness of community engagement activities, provides feedback to stakeholders and recommends changes where appropriate;
- Consistently adhere to and promote the CCC brand and corporate style;
- Perform any other duties, tasks or projects the employer may assign, having regard to the incumbent's skills, training and experience.

## **Authority and Accountability**

- Take care of your own health and safety and that of others. Comply with any reasonable instructions and apply Council's Safe Systems of Work consistent with the Responsibilities, Authorities and Accountabilities of your role;
- Policy and procedures are readily available but the Senior Engagement Officer is required to choose the appropriate processes. Unusual problems may be referred for clarity of policy or direction;
- Decisions affect the work and activities of others within the section or from a specific project team;

- The work of the Senior Engagement Officer influences the external environment by ensuring services are consistent with Council standards;
- Is accountable for own work performance. Liability generally lies with the supervisor or Council as the employer;
- Identifies requirements as an input to budget development;
- Look for ways to save costs. Be conscious of budget constraints and be aware of cost implications of own actions within own work area.

### **Personal Attributes**

- Be adaptable, flexible and focused when dealing with change;
- Represent Council honestly, ethically, professionally and lead by example;
- Be committed to achieving work goals and maintains motivation when tasks are challenging and actively seek feedback from colleagues and stakeholders;
- Be responsive to the input of others and works to understand their perspectives;
- Be open to new ideas, situations and challenges, adapts well and is calm under pressure.

### **Interpersonal Skills**

- Provide advice and support to Managers and Executive on communications and engagement strategies;
- Listen to others and asks appropriate, respectful questions and adapts behaviour accordingly;
- Support and promote a culture of quality customer service identify and respond quickly and provides solutions to meet customers' needs;
- Build a supportive and cooperative team environment, share information and learning across teams and solve issues and challenges in collaboration with others;
- Respond to conflict without inflaming the situation and knows when to refer to a supervisor for assistance and/ or withdraw from a conflict situation;
- Be solution focused, committed to resolving differences and contributes to positive outcomes.

## **Business Enablers and Technical Skills**

- Complete tasks to agreed budgets, timeframes and standards without guidance and contribute to the allocation of responsibilities and resources to ensure achievement of team goals;
- Understand the team/ unit objectives and responds proactively to changing circumstances and adjust plans and schedules when necessary;
- Identify issues that may impact on task completion and provides appropriate solutions;
- Understand delegations and act within authority levels;
- Exercise fiscally responsible behaviour and remain up to date with financial delegation processes;
- Support system improvement initiatives and embrace new technologies;
- Purchase under delegation and comply with procedures;
- Understand project goals, action tasks and expected outcomes and identify and escalate project variances;
- Keep abreast of best practice engagement strategies and actively build on new approaches to ensure adaptability within the business environment;
- Support the team to understand the organisation's direction, policies and services.

## **Team Work**

- Recognise and acknowledge individual/ team performance;
- Monitor and use resources responsibly to achieve team objectives;
- Accommodate changing priorities and respond flexibly to uncertainty and ambiguity;
- Work collaboratively with colleagues, direct reports and supervisor to positively influence team development and harmony;
- Understand team objectives and how their work relates to the team's success and contribute to the development and achievement of team goals and work;

- Share information with team members to assist them to understand and manage uncertainty and change.

## **QUALIFICATIONS**

### Essential

- Degree qualification in Communications, Public Relations, Public Participation, Social Planning or Strategic Planning or related field OR demonstrated solid contemporary experience in a similar role combined with ongoing professional development;
- Current Class C Drivers Licence.

### Desirable

- IAP2 Certificate in Public Participation.

## **EXPERIENCE**

- Extensive experience in community engagement programs for a large organisation with a high public profile;
- Proven experience in diverse types of community engagement;
- Proven experience in working in communities and contentious projects;
- Demonstrated ability to apply excellent written and verbal communications skills across a variety of forums, including publications, presentations, forum/workshop facilitation, social media and facilitating online discussions;
- Demonstrated high level facilitation skills and managing conflict;
- Ability to work in a challenging environment of frequent interruption, sensitive issues and political environment, ensuring quality outcomes and performance;
- Outstanding interpersonal, communication and negotiation skills, including the ability to persuade stakeholders on matters relating to key areas of responsibility;
- Ability to identify stakeholder needs and expectations, determine appropriate action and respond accordingly while presenting the project or CCC in a positive image at all times.

## Key Relationships

<b>Internal</b>	<b>External</b>
Councillors	Members of the Public/residents/ratepayers
Committee Meetings of Council	Community Organisations – service clubs etc
CEO	State and Federal Government Agencies
Unit Managers / ELT	Local Business
Section Managers/Team Leaders	
Other Council employees (not including direct reports)	