

Position Profile

Senior Customer Communications Officer

Council Vision

We are a welcoming and inclusive community that values its heritage and natural environment.

Culture Brand

A place people choose to work.

Values

Respect

Innovation

Customer Driven

Accountability

Teamwork

Well-Being

TITLE:	Senior Customer Communications Officer
CLASSIFICATION:	Level 5 - General, SAMSOA
POSITION NUMBER:	MIT-
POSITION OBJECTIVE:	
<p>The objective of the Senior Customer Communications Officer role is to ensure that customers experience an informative, relevant, professional and friendly service that will help to define the City of Mitcham's brand and build trust.</p>	

1. REPORTING RELATIONSHIPS

- This position reports to the Service Leader Customer Communications.
- The position works closely with all departments across Council.
- There are no staff reporting to this position.

2. POSITION DETAILS

Under regular direction and within the parameters of agreed frameworks and processes, the role is accountable for informative, professional and friendly communication with customers which includes:

- Mentoring and coaching staff in areas including (but not limited to) communications, publications and community engagement;
- Coordinate proactive and reactive communication with customers through a variety of communication channels such as (but not limited to);
 - Public website and internal intranet;
 - Social media platforms;
 - Signage such as street banners;
 - Corporate publications such as advertising, on-hold message, etc;
 - Mitcham Community News.
- Preparing publications and content to proactively and effectively convey the business of the Council to the community clearly;
- Researching and writing with the aim to produce content for a range of communications platforms;
- Communications and public relations activities;
- Working with the business to ensure communication content is relevant and up to date;
- Contributing to continuous improvement and change initiatives.

The position is primarily located at Civic Centre (131 Belair Road, Torrens Park), however there may be operational requirements for the position to be located at the Depot (5 Winston Court, Melrose Park), Blackwood Library (215 Main Rd, Blackwood), Mitcham Library (154 Belair Road, Hawthorn).

3. ESSENTIAL CRITERIA

Qualifications

- A qualification in Communication, Marketing or Journalism.

Experience & Knowledge

- Minimum 5 years experience in communications and public relations activities.
- Experience in the implementation of engagement plans and in designing content relevant to specific brand and audience.

- Sound knowledge of current principles and practices underpinning quality customer communications.
- Understanding of various communication platforms.

Personal Capabilities

- Enterprise skills including:
 - Problem solving
 - Creativity
 - Communications
 - Teamwork
 - Financial literacy
 - Critical thinking
 - Presentation skills
- Sound digital literacy.
- Advanced verbal and written communication skills.
- Ability to prioritise workload and meet set timelines.
- Ability to be creative, innovative and flexible and readily accommodate change.
- Analytical, problem solving, and decision-making skills with an ability to explore new and innovative ways to do business using creative solutions.
- Demonstrated commitment to continual professional and personal development.
- Ability to build and foster relationships with both internal and external stakeholders.

4. WORK HEALTH & SAFETY RESPONSIBILITIES

Employees have a legal obligation to take steps to protect themselves from risks to health and safety and make sure they do not cause a risk to others through any action or omission.

In particular employees are responsible for:

- Carrying out their roles and responsibilities as identified in the City of Mitcham's Work Health and Safety policies, procedures and related instruction.
- Complying with all reasonable instruction and following Safe Operational Procedures, Standard Work Method Statements and Safe Work Plans.
- Participating in training or other activities provided to protect their health and safety whilst at work.
- Actively participating in rehabilitation and return to work programs as required.
- Ensure that they are fit for work and not in such state (due to alcohol, drugs or any other reason) as to endanger their own safety at work or the safety of any other person.
- Not wilfully interfere with or misuse items or facilities provided in the interest of the health and safety of employees.
- Report all accidents, incidents, injuries, property damage in accordance with agreed procedures.
- Utilise and maintain appropriate personal protective equipment.
- Support and use appropriate consultative structures.

5. EMPLOYMENT CONDITIONS

- All employees are required to provide or undertake relevant screening and checks as determined by Council. This includes criminal history checks relevant to the position. Relevant screening must be maintained during employment.

- Some out of hours work may be necessary.
- May be required to work at other locations as directed by Council. You may be required to travel to other places and carry out your duties.
- Employees may be required to undertake Fitness for Work assessments.
- Employees may be required to undertake Drug and Alcohol Testing.
- Comply with the City of Mitcham's Employee Code of Conduct, Culture Brand and associated behaviours.
- Comply with the City of Mitcham, policies and procedures, as amended from time to time.

6. ACKNOWLEDGEMENT

Employee Name: _____ Direct Manager: _____

Signature: _____ Signature: _____

Date: _____ Date: _____



Building a great community

A place people choose to work

*To deliver upon our promise to our customers and ourselves,
we are committed to creating a culture in which we:*

ARE VALUED AND SUPPORTED AS INDIVIDUALS

- We are given the opportunity to do new things and expand knowledge.
- We are given credit for ideas.
- We are flexible and recognise the needs of individuals.
- We are empowered to manage our own workloads and associated decisions.
- We communicate positive feedback.

TAKE OWNERSHIP AND DELIVER UPON OUR PROMISES

- We take responsibility for our actions.
- We hold ourselves accountable.
- We deliver our services to the highest possible standard.
- We do what we say we will do.

THINK INNOVATIVELY AND FOCUS ON CREATIVE SOLUTIONS

- We are open to new ideas.
- We are encouraged/supported to express our ideas.
- We are solutions-focused.
- We continually look for ways to improve systems and services.

ARE RESPECTFUL OF OTHERS

- We respect the uniqueness of individuals.
- We are transparent in our communication.
- We are non-judgemental in our dealings with others.
- We are courteous and acknowledge each other.
- We act in the best interests of our customers.
- We respect the opinions and ideas of others.

ARE RECOGNISED FOR OUR POSITIVE CONTRIBUTIONS

- We understand that individuals like to be recognised differently.
- We are committed to recognising positive contributions of all staff.
- We are committed to an organisational program to support this.
- We celebrate achievements.

WORK COLLABORATIVELY TO DELIVER THE BEST OUTCOMES

- We work together/in partnership to achieve our goals.
- We seek the input of others in matters that impact them.
- We share our expertise and knowledge freely.
- We are transparent in our communication
- We actively listen to others.

ARE PROACTIVE IN DELIVERING A HEALTHY AND SAFE WORK ENVIRONMENT

- We balance life and work.
- We recognise that mental health is as important as physical health.
- We all contribute to a safe workplace.
- We commit to all relevant training.
- We continually look for ways to improve systems.

ENJOY WORKING TOGETHER

- We contribute to a friendly and energetic working environment.
- We support and encourage one another.
- We create opportunities for celebration and camaraderie.
- We are empowered to make a difference to our customers.

City of Mitcham Culture Brand and our staff's Personal Contribution Criteria
Above is our Culture Brand and associated elements and behaviours. These are assessed on an ongoing informal basis, and formally through the MyPlan process.