

POSITION DESCRIPTION

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| POSITION TITLE | Manager Customer & Public Relations |
| DIRECTORATE - SECTION | Community Engagement – Customer & Public Relations |
| LEVEL - EBA | Negotiated Contract |
| RESPONSIBLE TO | Director Community Engagement |

OUR VISION

Connected Communities, Valuing Nature and Creating our Future Together.

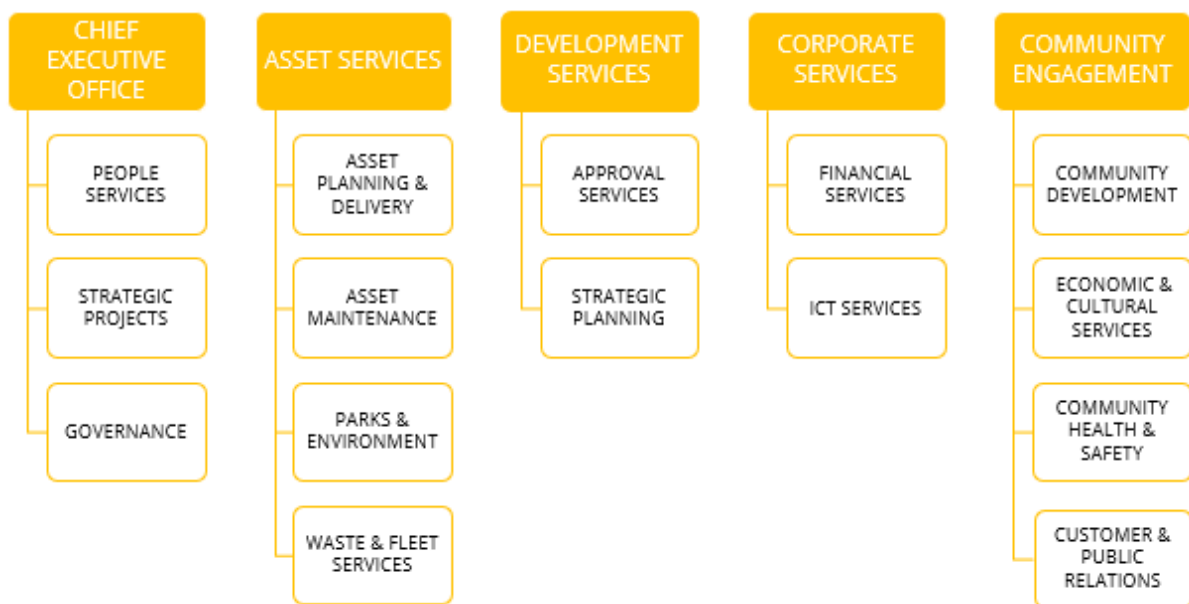
OUR SIMPLE GUIDING PRINCIPLES

Ensure everything we do will make Kalamunda socially, environmentally and economically sustainable.

OUR VALUES

- SERVICE** Provide excellent customer service at all times, through effective listening and understanding, in order to go beyond the commonplace when we serve others.
- PROFESSIONALISM** Maintain professionalism by upholding the corporate image, speaking carefully and acting quickly to ensure others know we are reliable, respectful and competent.
- QUALITY** Uphold quality and show initiative through clear thinking, planning mindfully, acting decisively, measuring carefully and regularly reviewing the goals to be achieved.

ORGANISATIONAL STRUCTURE & FUNCTIONS



THE OVERALL OBJECTIVE OF THIS POSITION

To ensure the needs of the City's customers are being satisfied through the provision of excellent customer service and well organised events. To nurture a strong industry network, increase awareness and develop an enviable corporate image by developing and executing effective communication and media relations programs.

KEY RESULT AREAS

CUSTOMER SERVICE MANAGEMENT

- Develop and implement customer service policies and strategies for the organisation.
- Develop appropriate mechanisms to measure customer service satisfaction and make recommendations for improving processes and services.
- Manage the front-line customer services staff.
- Develop end to end customer service processes throughout the organisation.
- Support and facilitate a culture within the organisation whereby customer issues are handled throughout the implementation life cycle in a timely and accurate fashion.
- Provide end user advice to the development of customer focused technology solutions.
- Handle complicated face to face enquiries or complaints sensitively with customers.
- Design training and development programs for all City staff to deliver high standards of customer service.
- Build relationships with other Managers to discuss potential improvements in customer service outcomes through leading a Customer Service Improvement Team.
- Manage the production of high quality written and digital information that customers regularly seek.
- Keep up to date with developments in customer services through effective networking and relevant professional events, programs and readings.

PUBLIC RELATIONS

- Develop and regularly review a comprehensive marketing and communications plan including strategy, budget and actions.
- Develop and regularly review the community engagement strategy and provide oversight to all services area embarking on community engagement processes.
- Develop and regularly review a media/social media relations strategy, seeking high level placements in print, broadcasts and online media.
- Manage all public relations activities providing high level advice to the City Mayor and the Chief Executive Officer.
- Ensure all public relations staff engage audiences across traditional and new media channels and develop online databases for cohort targeted marketing.
- Leverage existing media relationships and cultivate new contacts within the media industry.
- Oversee the creation of content for press releases, by-line articles and keynote presentations.
- Evaluate opportunities for partnerships, sponsorships and advertising on an ongoing basis.
- Build relationships with other Managers to discuss potential improvements in public relations through leading a Public Relations Improvement Team.
- Maintain a keen understanding of industry trends affecting communities within the City of Kalamunda and make recommendations regarding communications strategies and community engagement processes surrounding local issues.

EVENTS MANAGEMENT

- Providing high level oversight to the events team in the forward planning of all City events.
- Liaise regularly with the CEO to ensure Councillors are aware of planned events and have adequate time to understand any role they may be required to undertake.
- To work with Managers to visualise and design events from beginning to end while at the same time knowing what steps to take to get plans achieved.
- To ensure effective project management of events to ensure timely delivery and effective prioritisation of tasks.
- Ensure value for money and manage funds to within allocated budgets.

OPERATIONAL & FINANCIAL MANAGEMENT

- Ensure the business unit budget is consistently and accurately prepared and monitored in accordance with Council requirements, with funding and revenue increasing opportunities being proactively sought, and expenditure reduction initiatives proactively implemented.
- Ensure all corporate planning and reporting processes are completed comprehensively, accurately and in a timely manner including the annual business unit plan, annual performance reviews of staff, quarterly report against the corporate plan and active participation in the Senior Management Group.

ETHICAL BEHAVIOUR & COMPETENCY

- Effectiveness of the role will require excellent skills in problem solving as well as superior skills in communication.
- Ensure staff are managed through effective planning tools, and difficulties arising within the team and swiftly dealt with to maintain a culture of high performance.

PROJECT MANAGEMENT

- Ensure all projects must be undertaken with due professional care and projects are managed using the City's Project management methodology and all projects are properly supervised and where required, on the job training provided.

WORKPLACE HEALTH AND SAFETY

- As an officer of a PCBU (Person Conducting a Business or Undertaking), you must exercise due diligence to ensure the City complies with its health and safety duties.
- Due diligence includes keeping up to date knowledge on WHS matters, understanding the nature and operations of the work and any associated hazards.
- Ensure the City has and uses appropriate resources and processes to eliminate or minimise risks including both physical and psychological.
- Ensure the City has appropriate processes for work-related incidents, hazards and risks and to respond in a timely manner.
- Complies with the duties and obligations in reporting notifiable incidents, consulting with workers and complying with lawful instructions.

WORKPLACE COMPETENCY

Uphold the City's values of Service, Professionalism and Quality and demonstrate behaviours that reflect the organisations values, supports cross functional teams and meets customer and organisational needs.

TRAINING/QUALIFICATION(S)

- Completion of either a bachelor or master's degree in marketing, communications, public relations, administration or a related discipline is essential.

SELECTION CRITERIA

1. Superior communications, negotiation and presentation skills.
2. Exceptional writing and editing skills.
3. Proven experience in providing leadership, motivation, direction and support to a multifunctional team.
4. Proven experience in customer service and the delivery of quality services.
5. Proven experience in public relations is essential.
6. Proven track record designing and executing successful public relations campaigns.
7. Extensive experience in events planning and management.

PHYSICAL REQUIREMENTS

The City welcomes people with a disability to apply for this position. Reasonable workplace accommodations and aids are available as required.

- Ability to use computers to read, analyse and produce written materials
- Hearing, vision and cognitive abilities required to engage with members of the public/stakeholders and other staff by phone, in person and in writing.
- Able to sit for extended periods of time.
- Cognitive and psychological abilities required to problem solve in a demanding administrative context (guidance for complex problem solving is available).

DIVERSITY

The City of Kalamunda is committed to and values the advantages and benefits that equity, diversity, and inclusion (EDI) brings to all its staff. The City seeks to integrate the principles of EDI throughout the organisation, to enrich our perspective, improve performance, increase community value, and enhance the probability of achievement of our goals and objectives.

DRIVERS LICENCE

1. Possession of a current 'C-A' (Automatic) or 'C' (Manual) class driver's licence allowing the holder to drive legally in Western Australia.

AGILITY

This position description reflects the City's requirements at a point in time and is subject to change. The City may modify this position description at any time, provided the skills, qualifications, competence and training remains within a reasonable range of the original position.

REVIEWED BY: Director Community Engagement
DATE PD REVIEWED/APPROVED: 22 February 2023
