

Values

The following values were developed by Bayside Council employees and underpin our shared commitment in delivering our vision for the future.

The values guide us and define how we strengthen our working environment to deliver on the aspirations of our community.

- **Visionary Leadership** - We are all leaders - decisive, outward focused and forward thinking, setting the vision for Bayside Council today and into the future
- **Empowered People** - We are courageous and innovative - committed to making a difference in our work
- **Meaningful Relationships** - We support and invest in each other - creating a strong collaborative culture
- **Exceptional Service** - We go above and beyond – delivering an outstanding customer experience every time

Primary purpose of the role

To provide and maintain high quality communications and speech writing support to ensure exposure of key Council activities and programs and effectively convey our messages, values, and objectives to various stakeholders.

Capture compelling and high-quality photographs that align with our brand and communication goals.

Key accountabilities

Within the area of responsibility, this role is required to:

- Develop speeches for the Mayor, Councillors, General Manager, Executives, spokespersons, and other key representatives.
- Create and edit content for various communication channels, including media releases, articles, internal communications and in the production of printed publications and digital assets for the Council website and social pages.
- Collaborate with different departments to gather information and insights for content development.
- Tailor messaging to suit different audiences and occasions.
- Ensure consistency in tone, style, and key messaging across all speeches.
- Support the communications team in managing media inquiries and requests.
- Conduct research to gather data and insights for speechwriting and communication materials.
- Facilitate the provision of photography and note taking at key events, meetings and consultations.
- Demonstrate sound time management and organisational skills with demonstrated experience in managing competing priorities levels and volumes of work.
- Promote the positive and collaborative culture and values of the organisation through open, fair and transparent decision making and ethical, professional behaviour.
- Work in collaboration with and assist the team, office manager and other key stakeholders to achieve business unit goals, work requests, demands and Council priorities.

Key challenges

- Managing consistent delivery of a high quality product given multiple and diverse competing requests, priorities, needs and tight deadlines.
- Creating multiple high-quality communications materials while adhering to Council's Style Guide.
- Delivering value for all stakeholders in an ethical, social and environmentally responsible manner.

Role Dimensions

Decision Making





- Determine day to day priorities in consultation with the Office Manager, General Manager and Mayor to ensure delivery of materials within competing deadlines.
- The role is required to meet expectations in terms of quality, deliverables and outcomes.
- Guided by Council-agreed strategic plans, statutory guidelines and relevant legislation.

Essential Requirements

- Tertiary qualifications and/or equivalent experience

Competency summary

Below is the full list of competencies adapted from the NSW Public Sector Capability Framework and the level required for this role. The competencies in bold are the focus competencies for this role. Refer to the next section for further information about the focus competencies.

| NSW Public Sector Capability Framework | | |
|--|-------------------------------------|---------------------|
| Capability Group | Capability Name | Level |
|  Personal Attributes | Display Resilience and Courage | Intermediate |
| | Act with Integrity | Foundational |
| | Manage Self | Intermediate |
| | Value Diversity | Intermediate |
|  Relationships | Communicate Effectively | Foundational |
| | Commit to Customer Service | Foundational |
| | Work Collaboratively | Foundational |
| | Influence and Negotiate | Foundational |
|  Results | Deliver Results | Foundational |
| | Plan and Prioritise | Foundational |
| | Think and Solve Problems | Foundational |
| | Demonstrate Accountability | Foundational |
|  Business Enablers | Finance | Foundational |
| | Technology | Intermediate |
| | Procurement and Contract Management | Foundational |
| | Project Management | Foundational |

Focus Competencies

The focus competencies for the role are the competencies in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

| NSW Public Sector Capability Framework | | |
|--|--------------|---|
| Group and Capability | Level | Behavioural Indicators |
| Personal Attributes Manage Self | Intermediate | <ul style="list-style-type: none"> Adapt existing skills to new situations Show commitment to achieving work goals Show awareness of own strengths and areas for growth and develop and apply new skills Seek feedback from colleagues and stakeholders Maintain own motivation when tasks become difficult |
| Relationships Commit to Customer Service | Foundational | <ul style="list-style-type: none"> Understand the importance of customer service Help customers understand the services that are available Take responsibility for delivering services which meet customer requirements Keep customers informed of progress and seek feedback to ensure their needs are met Show respect, courtesy and fairness when interacting with customers |
| Results Plan and Prioritise | Foundational | <ul style="list-style-type: none"> Plan and coordinate allocated activities Re-prioritise own work activities on a regular basis to achieve set goals Contribute to the development of team work plans and goal setting Understand team objectives and how own work relates to achieving these |
| Business Enablers Technology | Intermediate | <ul style="list-style-type: none"> Apply computer applications that enable performance of more complex tasks Apply practical skills in the use of relevant technology Make effective use of records, information and knowledge management functions and systems Understand and comply with information and communications security and acceptable use policies Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies |

Corporate Obligations

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| Budget | Council adopted budget for financial year. |
| Delegations | Decisions associated with this position are to be made in accordance with the Delegations of Authority approved by the General Manager. |
| Risk Management | Contribute to Council's risk management framework. |
| Integrated Management Systems | Continually review policies, procedures & processes to increase organisational effectiveness and efficiency and create a culture of innovation and continuous improvement. |
| Workplace Health and Safety | <p>Workers have overall responsibility, accountability and authority to ensure their workplace is a healthy and safe workplace for all workers and will have the following work health and safety (WHS) responsibilities:</p> <ul style="list-style-type: none"> • Participate in the implementation of WHS information within Council's Safety Management System (SMS) • Participate in consultation of WHS issues in their area of responsibility and WHS reporting, risk assessment and incident investigations • Develop the necessary knowledge and skills to effectively enable you to carry out your WHS responsibilities that are assessed through KPIs noted in your Individual Work Objectives • Wear personal protective equipment and follow safe work procedures, where relevant • Report all hazards, near misses, and incidents as soon as practical to Manager, Coordinator or Team Leader and no later than 24 hours following the event, and • Participate in incident investigations and risk assessments within 24 hours of notification. <p>INDOOR EMPLOYEE:</p> <p>To be aware of appropriate procedures in relation to safe manual handling techniques when undertaking work tasks, including:</p> <ul style="list-style-type: none"> • Lifting/moving files, storage boxes etc, • Moving equipment for set up and storage, • Moving tables and chairs for meetings or training, • Sitting and working posture when in meetings and at the workstation. |
| Code of Conduct | All staff are required to adhere to the Code of Conduct and associated policies, including, but not limited to Gifts and Benefits policy; Secondary Employment policy; Public Interest Disclosure policy; and Bullying & Harassment Prevention policy. |
| Customer Service | Provide quality customer service to external and internal customers in accordance with Council's values, policies and procedures. |
| Records Management | Comply with Council's Records Management policies, procedures and guidelines. |

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| Disclosures of Interest | Disclose pecuniary interests (if a designated person in accordance with s 441 of the Local Government Act 1993). |
| Equal Employment Opportunity | Comply with EEO based legislation and Council's policies, procedures and guidelines. |

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| HUMAN RESOURCES USE | |
| Does this position fall under the definition of child related employment? | No |
| Does this position require incumbent to undergo criminal reference check? | Yes |
| Does this position require incumbent to demonstrate good driving record or possess a specific licence? | No |
| Specify licence: | |
| Will incumbent need to make disclosure of pecuniary interest? | Yes |
| Could there be a conflict of interest with secondary employment? | Yes |