

POSITION TITLE:	Communication & Content Business Partner	CLASSIFICATION:	Band 7
REPORTS TO:	Operations Communication & Content Lead	DIRECTORATE	Organisation Capability
DEPARTMENT:	Communications & Customer Operations	TEAM:	Communications

OUR STRATEGIC CONTEXT

**PURPOSE**

Our organisation is accountable, sustainable, and delivering effective services to our community.

VISION

Our community is a safe, inclusive, and creative city that celebrates and embraces its vibrancy of cultures.

VALUES

Cooperation, Change and New Ideas, Learning, Achievement, Communication & Accountability.

COUNCIL PLAN

A thriving and unique place; an inclusive and healthy community; and a people-centred and future ready city.

HOW YOUR ROLE CONTRIBUTES

The Communication & Content Business Partner is a vital contributor to the City of Stonnington's operations communication team and is instrumental in shaping and executing the City's communication strategies. This position demands a deep understanding of both operational and strategic communication practices, enabling the partner to craft compelling narratives that accurately reflect Council's strategic communications framework and embrace our community's vibrancy and diversity. The role will involve a thorough analysis of community needs and preferences, allowing the partner to develop tailored messaging that resonates with various stakeholder groups. By leveraging their expertise, the partner will create high-quality written and visual content across multiple platforms, ensuring that the City's initiatives and stories are effectively communicated to residents, businesses, and local organisations.

The Communication and Content Business Partner will also serve as a vital connector between different departments within the Council. By fostering collaboration and open communication, the partner will ensure that all messaging is consistent and aligned with the City of Stonnington strategic objectives. Their responsibilities will include implementing a comprehensive content strategy that emphasises storytelling, engaging the community in meaningful ways, and enhancing the council's digital presence. Through these contributions, you will elevate the council's communication efforts, building trust and strengthening relationships with community members while promoting a sense of belonging and pride.

RESPONSIBILITIES	KEY OUTCOMES
Expert Communication Crafting	<ul style="list-style-type: none"> Develop and implement strategic communication plans that support key projects and align with the Council's overall objectives. Lead the creation and delivery of high-quality written and visual content tailored for various platforms, ensuring clarity and engagement. Craft compelling copy including news and media articles and social media posts that effectively convey the Council's initiatives and resonate with diverse audiences. Incorporate community feedback and insights into content creation to enhance relevance and reflect community interests. Regularly review and update messaging to ensure it remains current and impactful in response to emerging trends. Collaborate with graphic designers and digital specialists to produce visually appealing content that enhances messaging.

Stakeholder Engagement and Community Relations	<ul style="list-style-type: none"> Actively seek feedback from stakeholders to inform communication strategies, ensuring that community voices are heard. Engage with our place and events to ensure that communication strategies are effective. Organise and participate in community events and forums to represent the council and gather insights directly from residents. Develop initiatives that encourage community participation, creating opportunities for residents to engage with local projects and initiatives. Collaborate across departments to ensure community engagement efforts are integrated and aligned with the Council's strategic goals. Analyse community engagement metrics to assess the effectiveness of outreach efforts and make data-driven adjustments.
Content Creation and Brand Alignment	<ul style="list-style-type: none"> Produce high-quality content that adheres to the Council's branding and communication guidelines, ensuring consistency across all media. Maintain and update content on the Council's corporate website and intranet by writing and sourcing appropriate images. Develop creative content that highlights the Council's achievements, initiatives, and community stories, ensuring audience resonance. Monitor the impact of communication materials using analytics and community feedback to inform future content strategies. Work with internal departments and stakeholders to gather insights that enhance service delivery and content relevance. Ensure all content is accessible, adhering to the Council's accessibility standards for community members.
Digital Communication Management and Analytics	<ul style="list-style-type: none"> Enhance the Council's digital presence by optimising the website and social media channels for improved accessibility and engagement. Develop and implement digital content strategies that leverage various online platforms to reach a broader audience. Monitor online interactions and community feedback to gauge sentiment, informing future digital communication strategies. Stay updated on digital communication trends and tools, applying innovative approaches to improve online engagement. Collaborate with IT and digital teams to ensure support for communication initiatives, facilitating effective execution of digital strategies. Evaluate the effectiveness of digital campaigns through analytics, adjusting tactics to maximise reach and impact.

KEY WORKING RELATIONSHIPS



Direct reports: None

Internal: ELT, SLT, Strategy Communication Team, Communications Team

External: Community Stakeholders, Media outlets, Local Government Agencies

REQUIRED EXPERIENCE, SKILLS AND COMPETENCIES

Accountability and extent of authority

- Responsible for leading key projects, programs, or services with a high level of autonomy, ensuring alignment with organisational objectives and community needs.
- Accountable for interpreting and applying internal policies, procedures, and relevant legislation, ensuring compliance with statutory obligations and industry standards.

Judgement and decision making	<ul style="list-style-type: none"> Strong problem-solving skills, requiring the application of specialised methods, procedures, and processes developed from theory or precedent. This involves recognising when established techniques are not appropriate, with guidance not always available within the organisation. Competent in addressing intellectual challenges associated with policy formulation, enabling the identification and analysis of an unspecified range of options before making informed recommendations Proficient in assessing well-defined objectives and selecting appropriate methods or processes, while addressing complex issues through innovative solutions and ensuring decisions align with strategic objectives, maintaining accountability and transparency.
Specialised knowledge and skills	<ul style="list-style-type: none"> Demonstrates and initiates long-term goals for the functional unit while aligning with relevant policies by setting clear objectives, developing strategic plans, and ensuring all activities are in line with organisational policies and long-term vision. Understanding of information architecture and content management systems. Skills in researching to enhance information and service delivery, particularly in a social and political context. Working knowledge of social media and online communications tools such as EDMs. Strategic mindset with a proven track record of taking organisational strategy and distilling this into clear messages and stories to engage audiences.
Management Skills	<ul style="list-style-type: none"> Deep understanding of relevant technologies, procedures, and processes specific to the operating unit for effective supervision and management. Strong grasp of the underlying principles of regulations, enabling accurate interpretation and application distinct from routine practices. Comprehensive knowledge of the senior roles within the unit, long-term goals of the team, and alignment with the broader organisational objectives and policies.
Interpersonal skills	<ul style="list-style-type: none"> Ability to gain cooperation and assistance from clients, the public, and colleagues, effectively motivating and developing team members in the administration of broadly defined activities. Proficient in liaising with counterparts in other organisations to discuss and resolve specialist problems, fostering collaboration and communication across different entities. Skilled in working with employees within the organisation to address and resolve intra-organisational issues, promoting a cohesive and productive working environment.
Qualifications and Experience	<ul style="list-style-type: none"> A Tertiary qualification in Communication or relevant discipline is preferred, though lesser formal qualifications may be acceptable with equivalent work experience. Demonstrated work experience in the communication environment that showcases applicable skills and knowledge. Demonstrated experience working on communication campaigns with executive stakeholders. Proficient in writing print and digital communications materials with a strong ability to apply these skills in a practical work setting. Must possess a current [Working with Children Check/Valid Police Check] or be willing to obtain both prior to commencing employment. <p>This role may be required to complete routine medical checks, undergo fit to work testing, update their police check as necessary, and maintain a current Working with Children Check to ensure compliance with organisational policies and safeguarding standards.</p> <ul style="list-style-type: none"> Licensing and Background Checks: Current Victorian driver's licence, ability to complete a satisfactory police check, and a current Working with Children Check (WWC).

Capability Framework: Level 2 Accomplished

Capabilities are the essential skills and behaviours needed for effective role fulfillment, represented as observable actions

Project Management	Develop skills in planning, executing, and overseeing projects by effectively managing resources, monitoring progress, and ensuring alignment with objectives and budgets for successful project completion.
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Change	Drive organisational change by identifying opportunities for improvement, implementing new processes, and ensuring smooth transitions while engaging and supporting stakeholders.
Communication	Enhance communication skills to foster collaboration, clearly convey complex information, and effectively influence decisions while resolving conflicts and building strong relationships.
Good governance	Ensure adherence to policies, legal requirements, and ethical standards by making transparent, accountable decisions and mitigating risks through continuous evaluation and improvement.
Achievement	Achieve organizational goals by setting clear objectives, prioritizing tasks, and delivering results efficiently, while consistently striving for quality and continuous improvement
Leadership Impact	Lead teams by influencing strategic decisions, developing talent, fostering collaboration, and driving long-term organisational success through effective leadership and mentorship.

WHAT WE ARE ALL RESPONSIBLE FOR



Workplace Health, Safety and Wellbeing:	We are committed to maintaining a healthy and safe work environment for all employees, contractors, volunteers, and visitors and recognise that this is an integral part of our business. This commitment extends to ensuring activities do not place any person at risk.
Diversity, Equity, and Inclusion:	We are committed to fostering a diverse and inclusive workplace that values everyone's contributions, lived experience, and expertise. A workplace where everyone is supported to thrive and be authentic.
Code of Conduct:	We are committed to the provision of the best possible services to the community in a fair, equitable and inclusive manner and requires all employees to adhere to the standards of conduct.
Service Promises:	We Empathise We are Responsive We are Transparent We are Consistent We Follow Through
Safeguarding Children and Young People:	We have a zero tolerance to child abuse. All Council officers, including employees, contractors, volunteers, and Councillors have a legal and moral obligation to keep children safe and promote their best interests.
Sustainability:	We're committed to a sustainable Stonnington, working together with our community to create a healthy future for us all.

Review date:	July 2025
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