

POSITION TITLE:	Strategic Communications Lead	CLASSIFICATION:	Band 8
REPORTS TO:	Manager Communications and Customer Operations	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 Strategic Communications Lead is responsible for shaping and leading the long-term communications strategy of the City of Stonnington. This role plays a central role in aligning Council's communication efforts with the broader goals of the Council Plan, supporting its long-term vision for a thriving, inclusive, and future-ready community. In this position, you will proactively develop sophisticated, audience-first campaigns that strengthen audience engagement, build organisational reputation, and support the delivery of Council services and initiatives. With a forward-thinking mindset, the Strategic Communications Lead will identify opportunities for storytelling that highlight Council's impact, using data and behavioural insights to tailor messages and channels to key audiences.

The role requires both high-level strategic thinking and operational oversight, ensuring that communication planning translates into coordinated and effective delivery. Leading a small, creative team of internal communication specialists and visual designers, this role ensures a consistent voice across Council's messaging, internally and externally. As a senior influencer across the organisation, this role supports Executive Leadership, Councillors, and project teams to ensure communication supports strategic priorities and is embedded in planning from the outset.

RESPONSIBILITIES	KEY OUTCOMES
Strategic Communications Planning	<ul style="list-style-type: none"> Lead the development and oversight of Council's Strategic Communications Strategy, ensuring alignment with the Council Plan, Health and Wellbeing Plan, Waste Strategy, Open Space Strategy, and other organisational frameworks. Conceptualise and plan long-term, audience-led campaigns that support strategic priorities and elevate Council's reputation and community connection. Define and govern key messages, tone of voice, brand narrative, and content pillars to ensure consistent messaging across all communications. Partner with the Operations Communication and Content Lead to ensure strategic campaigns are translated into effective, on-the-ground delivery plans. Collaborate with the Advocacy and Governance team during high-profile projects or crisis situations to provide consistent and aligned messaging.
Internal/External Communications and Design	<ul style="list-style-type: none"> Oversee internal communication strategy, ensuring it drives organisational alignment, staff engagement, and values-based culture. Lead the development and ongoing enhancement of Council's intranet, ensuring it serves as a dynamic, useful internal communication channel. Establish and maintain the visual communication framework for the organisation, in collaboration with brand and content teams. Production of Stonnington News Collaborate with the Operations Communication and Content Lead to ensure tactical implementation of the communications strategy and campaign delivery by Business Partners and Content Advisors.

Leadership and culture	<ul style="list-style-type: none"> Lead and develop a high-performing team of internal/external communication specialists and visual design professionals, providing mentoring, direction, and professional development. Set clear objectives, monitor performance, and create a culture of accountability, creativity, and continuous improvement. Leading and managing a multi-disciplinary team, including recruitment, performance management, professional development, and resource optimisation initiatives. Lead regular team meetings to promote collaboration, share insights bring efficiencies and creative solutions for problems Monitor team performance and provide constructive feedback including coaching and mentoring to drive continuous improvement, positive team culture. Lead and support annual staff development processes
Stakeholder Engagement and Influence	<ul style="list-style-type: none"> Act as the principal communications advisor to the CEO, Executive Team and senior staff on matters of messaging, timing, audience engagement and communications risks. Represent the Communications function in corporate working groups, cross-functional project teams, and during planning and development of high-risk or sensitive initiatives. Proactively build relationships across departments to embed strategic communications planning into project lifecycles and Council initiatives from the outset.
Reporting, Evaluation and Insights	<ul style="list-style-type: none"> Develop strategic evaluation frameworks to measure the effectiveness of campaigns, communications strategies, and audience engagement against long-term goals. Provide regular insight reports and recommendations to Executive Leadership and project stakeholders to inform future planning. Monitor sector trends, community sentiment, and behavioural insights to continuously evolve and future-proof communication strategies.

KEY WORKING RELATIONSHIPS



Direct reports:	Communications & Content Business Partner, Internal Communications Business Partner, Visual Communication Designers x 2, Communication Content Creator
Internal:	ELT, SLT, Operations and Content Communication Team, Governance and Advocacy, Engagement
External:	Community Stakeholders, Media outlets, Local Government Agencies, Consultants and Creative Agencies

REQUIRED EXPERIENCE, SKILLS AND COMPETENCIES

Accountability and extent of authority	<ul style="list-style-type: none"> Requires management of resources, regulatory or specialist units, and to be involved in policy development that influences organisational effectiveness and community impact. Demonstrated experience developing and implementing policies, procedures and strategic plans with a broad scope of impact. Highly competent in providing strategic advice and counsel, with the capacity to influence organisational direction and make recommendations that may have substantial effects on both Council and the wider community. Freedom to act is wide and limited to nominated areas within corporate.
Judgement and decision making	<ul style="list-style-type: none"> High level of competence in solving complex problems at a local and organisational level that require innovative solutions, including development and adaptation of policies, methods and procedures. Ability to research and critically analyse a range of options to inform evidence-based decision making, make recommendations and present papers to senior management and the executive team as required for review. Demonstrated experience making decisions that have a significant effect on service delivery giving consideration to the broader organisation and impact to the community.

Specialised knowledge and skills	<ul style="list-style-type: none"> Investigative skills to search for solutions to new problems and opportunities outside field of specialisation, and the ability to apply the latest theoretical and scientific approaches. Sound understanding of the legal, socio-economic and political context, specifically Councils long term goals including the Council Plan and it's values and aspirations to deliver effective outcomes. Highly developed skills in managing budgets, including knowledge of current accounting principles for managing expenditure, income and resources effectively.
Management Skills	<ul style="list-style-type: none"> Skills in supervising staff including tertiary qualified employees and employees with extensive experience. Ability to coach, mentor and support staff, create positive culture and have difficult conversation where necessary to create a positive and accountable team culture. Strong understanding of personnel practices, including ability to set team priorities, planning and organising schedules for business-as-usual and key projects that align with the organisation's overall strategy. Excellent verbal and written communication skills including the ability to deliver presentations, prepare Council reports and papers, and external correspondence on behalf of Council as required.
Interpersonal skills	<ul style="list-style-type: none"> Skilled in fostering relationships, cooperation and coordinating efforts across functions and gaining support from internal stakeholders, the public, and direct reports to efficiently manage activities and to achieve organisational objectives. Problem solving and resolving cross-functional challenges efficiently. Demonstrated skills leading, motivating and developing team members to flourish and successfully achieve individual and team goals.
Qualifications and Experience	<ul style="list-style-type: none"> A Tertiary qualification in Communications, Journalism, Public Relations or a related field is preferred, though lesser formal qualifications may be acceptable with equivalent work experience. Minimum 7+ years' experience in senior strategic communications role, ideally within a complex, community-facing or government organisation. Demonstrated experience in leading and motivating teams, providing leadership coaching mentoring staff while contributing to create a positive and accountable team culture Proven success in designing and delivering high-impact, multi-channel campaigns that support organisational objectives and deliver measurable outcomes. Demonstrated understanding of digital and social media strategy, and the ability to use insights and analytics to guide communication planning. Experience leading and developing teams, managing external suppliers, and overseeing budgets in a communications context. Experience advising executive leaders and contributing to communication responses on high-risk, crisis, or reputational matters. <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> <p>Licensing and Background Checks: Current Victorian driver's licence, ability to complete a satisfactory police check, and a current Working with Children Check (WWC).</p>

Capability Framework: Level 3 Accomplished

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

Project Management	Use organisational knowledge to guide projects, manage risks, secure stakeholder commitment, and ensure effective communication. It includes monitoring budgets, resources, and performance, while maintaining strong governance to ensure safety and mitigate risks.
Change	Align change initiatives with the Council's long-term direction, driving change management, and translating high-level objectives into actionable strategies. Encourage a supportive environment for innovation, build commitment to change, and prepare for long-term organisational transformation. Critically assess business cases for new technologies, considering their impact on equity, human rights, and the environment.

Communication	Articulate complex concepts and present compelling arguments to diverse audiences. Emphasis clear, influential communication, explain facts and their implications for the organisation and stakeholders. Promote the organisation's position with authority across various sectors and adapt your communication style to address audience needs, particularly under pressure.
Good governance	You will implement audit recommendations promptly and establishing governance frameworks to ensure efficient application of technology. Ensure organisational compliance with security policies and assess business cases for technology solutions to improve efficiency. Ensure effective policies and procedures for records, information, and knowledge management are maintained.
Achievement	Foster a culture of achievement by supporting on-time, on-budget quality outcomes, setting high standards and challenging goals. Recognise and celebrate success, ensuring staff understand how their efforts contribute to organisational outcomes, remove barriers to achievement, and effectively communicate priorities to support the Council Plan.
Leadership Impact	Align the organisation's vision with Stonnington's future direction, building trust through transparent communication, and fostering enthusiasm and commitment to goals. Promote a culture that values high performing people, recognises achievements, and invests in developing future talent.

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