

<b>Position:</b>	Communications Manager	<b>Department:</b>	Community Services
<b>Reports to:</b>	Director – Community Services	<b>Date:</b>	March 2026

## Purpose of position

Manage Council's communications and customer service functions to ensure integrated and consistent internal and external messaging, accurate and timely information processes, and effective first-contact resolution across all Council departments supporting Council's reputation.

## Key Accountability Areas

1. Team Leadership
2. Strategic Leadership
3. Communication and Customer Service Activities
4. Operational Management
5. Health and Safety
6. Civil Defence
7. Other Duties

## Accountabilities

### 1. Team Leadership

*Build and manage a high performing team that demonstrates competence, cooperation, resilience and organisational pride.*

#### Key Outcomes

- Provide clear guidance, directions and decision-making to support service delivery.
- Build and maintain a collaborative, professional, and performance-focused team culture.
- Promote teamwork and role model behaviours that support Council's Mission, Vision and Values, fostering trust and respectful relationships.
- Manage the day-to-day needs of the team.
- Ensure timely and accurate completion of reports and deliverables.
- Support and manage the on-going professional development and performance of staff.
- Be accountable for the delivery of team outputs in line with the department's programme of work.

#### Performance Indicators

- Positive staff feedback and team engagement levels.
- Adequate resourcing to support agreed service delivery levels.
- Timely and accurate completion of reports and required documentation.
- Performance outcomes are met.

### 2. Strategic Leadership

*Provide strategic leadership and advice to support Council's communication and customer service direction.*

#### Key Outcomes

- Lead the development, implementation, and review of strategies, plans, policies and processes across the communications and customer service functions.
- Proactively support the Director in identifying opportunities for operational improvements and oversee their implementation.
- Scrutinize past and current performance to determine strategic direction and opportunities.

### **Performance Indicators**

- Feedback from Director, peers and staff.
- Plans, policies and processes are developed, reviewed and maintained.
- Strategic advice is timely, relevant and well informed.

### **3. Communication and Customer Service Activities**

*Lead integrated communication and customer service activities ensuring clear, consistent messaging, informed community engagement, and effective customer interactions.*

#### **Key Outcomes**

- Support and deliver the integrated communication needs across all Council departments ensuring clear, consistent and timely messaging. i.e Projects, Consultation Processes
- Manage media relations and communications, ensuring accurate, timely, and balanced coverage of Council activities and decisions.
- Timely delivery of publications, media releases, public notices, and marketing campaigns that reflect Council's brand, values and statutory requirements.
- Actively manage digital and social media channels to improve community engagement, accessibility and service information.
- Promote and integrate consistent customer service messaging and processes that support first-contact resolution across all channels for all Council departments.
- Support and deliver community engagement activities, events, and initiatives to encourage participation and informed feedback i.e. A&P Show and workshops.
- Ensure effective emergency management and after-hours communications that maintain community and stakeholder confidence.
- Monitor, document, and report on communication, engagement, and customer service outcomes, using insights to inform service improvements.

#### **Performance Indicators**

- Communication and customer service strategies, policies, guidelines, and plans are current and implemented.
- Community engagement activities are completed with participation measured and reported.
- Media releases, publications, and public notices are accurate and produced in a timely manner.
- Council brand and communication guidelines are consistently applied.
- Customer Service responses support effective first-contact resolution.
- Internal communications are regular, relevant, and timely.
- Statutory, emergency management, and after-hours communication requirements are met.

### **4. Operational Management**

*Ensure the effective management of the communication and customer service functions through proactive management of the team's information, activities, and staffing.*

#### **Key Outcomes**

- Oversee and co-ordinate the customer service function including systems, staffing, workflows, and levels of service.
- Ensure effective project management and resource planning.
- Demonstrate commitment to continuous improvement and best practice by planning, implementing and embedding improvements across communications and customer service functions.
- Build effective community and stakeholder relationships.
- Proactively manage supplier, service and strategic relationships.
- Ensure compliance with best practice and legislation.
- Utilise analytics to inform service planning, resource allocation, and performance management.
- Develop and manage budgets and performance measures. Report against these monthly, with any variations reported at the earliest opportunity.

#### **Performance Indicators**

- Costs within approved budget monitored monthly.
- Commitment to continuous improvement methods are demonstrated.
- Contract terms and service level agreements are met.
- Legislative requirements are met.
- Customer feedback is positive.
- Costs within approved budget, monitored monthly.

**5. Health & Safety**

*Health and Safety is the responsibility of everyone in the workplace. Council operates under the belief that all incidents/near misses are preventable. Staff are required to comply with all health and safety requirements, and ensure they are maintained through safe work procedures.*

**Key Outcomes**

- Identify workplace hazards and risks ensuring they are managed in accordance with Stratford District Council and statutory requirements, including recording on Hazard/Risk register with regular reviews and these are reported to the Health and Safety committee
- Participate and follow all health and safety procedures and initiatives.
- Adhere at all times to the Stratford District Council Health and Safety policies and procedures to ensure staff and customer safety.
- Issues are reported to management.

**Performance Indicators**

- Appropriate procedures are followed.
- Accidents and incidents are recorded in a timely manner in accordance with Stratford District Council requirements.
- Accidents and incidents are minimised and total numbers are within target as stated in the Long Term Plan.
- Accident/Incident register is kept up to date and is regularly reviewed.

**6. Civil Defence**

**Key Outcomes**

- Assist in providing Civil Defence functions and/or maintain the provision of essential services in emergency management events, including effective community engagement.

**Performance Indicators**

- Assigned Civil Defence duties are completed.
- Participation in organisation Civil Defence drills.

**7. Other Duties**

**Key Outcomes**

- Record management responsibilities are undertaken as outlined in Council's Information Management Policy.
- Processes are recorded and updated as needed.
- Monthly reports are completed within allocated timeframes.
- Participation and assistance with Community Service's events and activities as required.
- Demonstrated understanding of roles within the department and ability to provide back up when required.

Together with such other duties as may from time to time be reasonably assigned and communicated to the **employee** by the **employer**.

**Discretionary Decision Making**

As per Council's Delegation's Policy.

**Principle Relationships**

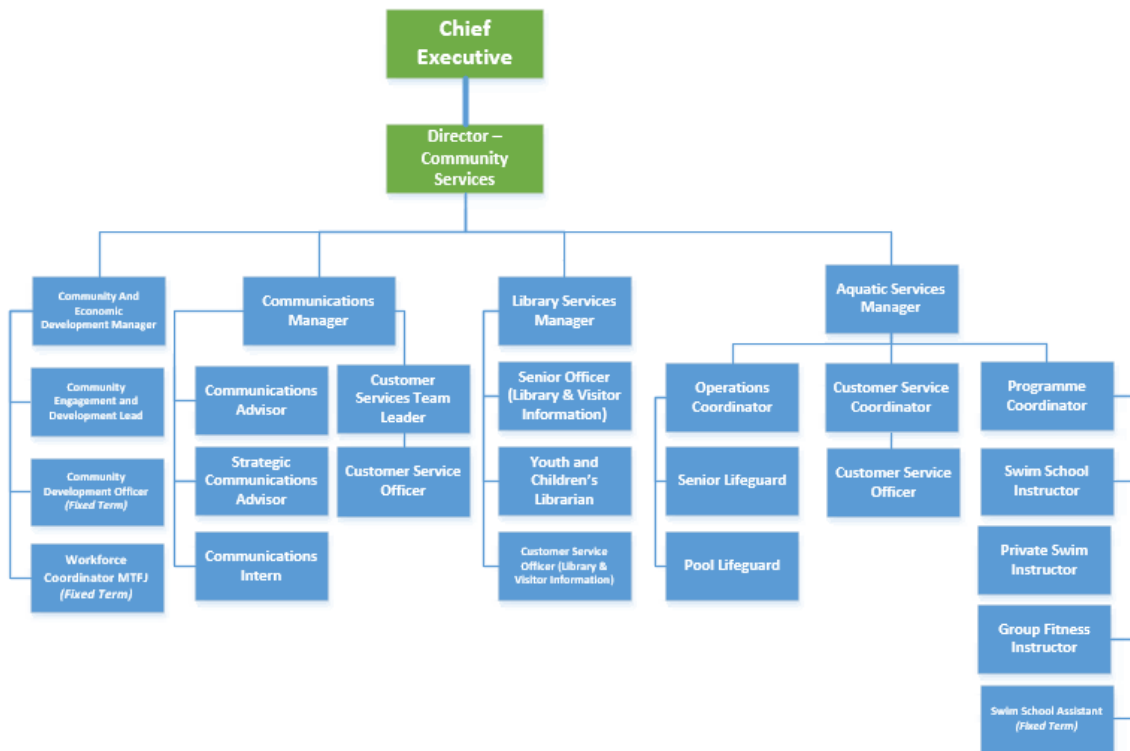
**Internal**

All Staff  
District Mayor  
Elected Members

**External**

Media Outlets  
Suppliers  
Customers  
Stakeholders and Community Groups

## Structure Chart



## Ideal Person Specification

### Education/Qualifications

- Tertiary qualification communications, marketing degree or other relevant area.

### Job Knowledge

- Competent with Microsoft Office – Outlook, Word and Excel.
- Financial management experience.
- 3-5+ years Local Government or relevant experience.
- Working knowledge of relevant local government legislation.
- Competent user of digital platforms, including website and social media, and InDesign.

### Key Competencies

- Customer Focus - Applies excellent customer service principles in dealing with internal and external customers.
- Communication - Communicates clearly and concisely when seeking or providing information and can deal with customers in all types of situations. Has an understanding and can empathise with the needs of others.
- Has demonstrated experience in leading and managing a team
- Has demonstrated experience in project management
- Has demonstrated experience in using website and social media platforms
- Organising - Manages multiple activities at once to accomplish a goal and can marshal resources to get things done. A self-starter who is methodical and well organised.
- Integrity and Trust - is seen as a direct approachable individual who can present the “truth” in an appropriate and helpful manner.
- Analytical Skills - gathers sufficient information to resolve problems, identifies trends and variances and analyses information objectively.