

Position information

Position Title	Manager Advocacy, Communications and Engagement
Classification	Senior Employee
Reports to	Director Community and Customer Experience
Division	Community Services
Department	Communications and Customer Experience

Our strategic context

Strategic Alignment

Ensure we are aligning our culture, capability, capacity, and commitment to deliver the Council Plan community outcomes of “Love Where We Live”, Our People, Our Place, Our Promise.

Vision Statement

One Bayside – delivering great outcomes for the community.

How we work Together

Organisational Values

Reinforcing our commitment to a values driven organisation:
respect each other, find better ways, work together, own it

Principles

We hold ourselves, and each other, accountable to our shared values, behaviours, and principles – they are our foundations and underpin all the work we do in achieving the Council Plan.

Empowered - staff are trusted and accountable.

Collaborative - foster an inclusive culture

Innovative and Agile - further creativity, growth and efficient ways of working

Strategically Aligned - set up for success and resourced to deliver the Council Plan

Customer Focused - customers are at the centre of everything we do

Key responsibilities

You are empowered to:

- Apply strong political acumen and provide proactive, strategic advocacy to support implementation of the Council Plan, inform organisational priorities, and ensure emerging issues are anticipated and addressed early.
- Establish and maintain strong, trusted relationships with the Mayor, Councillors, CEO and Executive Leadership Team, and collaborate across the organisation and with partners to deliver integrated communication, engagement and customer outcomes.
- Provide strategic, proactive communications leadership that advances the Council Plan, builds trust and supports timely responses to emerging issues and risks.
- Lead a customer centric approach across the organisation, with accountability for the Customer Contact Team (front counter and call centre) and continuous improvement in service culture, standards, systems and outcomes.
- Lead best-practice community engagement on significant projects and complex issues, ensuring participation is inclusive, insights are actionable, and feedback demonstrably informs decisions and service design.
- Maintain proactive media awareness and lead timely, well-governed media and issue responses that protect and enhance Council's reputation and support open, transparent dialogue.

Success criteria

To thrive in the position, you will need:

- Demonstrated senior leadership delivering measurable improvements in customer experience and organisational service outcomes, with a clear focus on customer-centred culture and continuous improvement.
- Exceptional communication skills, including the ability to set a proactive, strategic narrative and translate complex, sensitive issues into clear messages for customers, community, media and internal stakeholders.
- High level political acumen and sound understanding of local government governance, decision making and accountability, including demonstrated experience working effectively with the Mayor and elected representatives.

- Proven capability in leading community engagement for significant projects and complex issues, designing approaches that build trust, increase participation and strengthen decision quality.
- Proven ability to lead and develop multi-disciplinary teams (including customer contact functions), coaching for accountability, service excellence, wellbeing and shared outcomes.
- Strong collaboration and influence skills to align internal stakeholders, resolve issues early, and embed a customer-centric approach across the organisation.
- Financial acumen to manage budgets, forecasting and resource planning, and to prioritise investment that improves customer and community outcomes.
- Deep expertise across communications, issues management and media response, community engagement, and customer experience, including proactive strategic advocacy, strong judgement, and knowledge of relevant legislation, policy and governance requirements.

Our Leadership Aspiration

We lead with purpose to foster a culture of trust that enables collaboration, shared accountability and growth.

Our Leadership Capabilities

Bayside people leaders are expected to actively work towards our Leadership Aspiration by displaying and developing the Bayside leadership capabilities, outlined below. These capabilities are drawn from the Korn Ferry suite of leadership competencies. Bayside supports its leaders in building these capabilities and measuring their progress and impact.

- Instils Trust
- Builds Effective Teams
- Ensures Accountability
- Collaborates
- Customer Focus
- Drives Vision and Purpose

What we are all responsible for

Code of Conduct

All employees are required to comply with the standards of behaviour that are outlined in the Code of Conduct. The Code of Conduct sets the expectations Council

has of all employees, as well as the expectations that employees can have of Council. It helps us to understand our responsibilities in terms of:

- Dealing with Council Property
- Corporate Obligations
- Personal Conduct.

Customer Service

We are committed to being a customer-focussed organisation that delivers excellent and effective customer service at all levels. By engaging with the community, delivering simplified processes, and exceeding expectations, we are committed to customer service that will be:

- Easy to deal with
- Empathetic
- Effective
- Trusted

Diversity, Equity and Inclusion

We are focused on creating a psychologically safe culture where our people feel respected and free to speak up. A culture where:

- Inclusivity becomes a conscious standard practice.
- We have a safe workplace where people are respected, heard and valued.
- We have a thriving high-performance culture.
- We are able to achieve our strategic goals.

Safeguarding Children and Young People

We are committed to building a culture that keeps children and young people we support and engage with safe from abuse through:

- promoting the safety and wellbeing of children and young people to whom we provide services
- ensure that our interactions with children and young people are consistent with the Safeguarding Children and Young People Policy and Safeguarding Children and Young People Code of Conduct
- speaking up and reporting any suspicions, concerns, allegations or disclosures of alleged abuse, by staff and those with whom we interact
- following policies and procedures for safeguarding children and young people.
- Maintaining a valid Working with Children Check

Workplace Health, Safety and Wellbeing

- Read and comply with all OHS policies and procedures in relation to your OHS roles and responsibilities.
- Immediately report all hazards and incidents, following the appropriate processes and using the online hazards and incidents form.
- Work in a manner that will not endanger yourself or any other person.

- Assist new employees in the use of proper work practices and procedures.
- Use personal protective equipment clothing or equipment (PPE) provided as instructed by your supervisor and report any defective or damaged PPE.
- Not attempt any task unless you are capable and competent to carry out the task.

Sustainability

- Demonstrate individual responsibility and commitment to sustainability by complying with Council's internal policies and guidelines.
- Champion sustainability and behaviour change to the rest of the organisation.
- Participating in staff initiatives and change campaigns to reduce impact on the environment, including energy and water efficiency, recycling and avoiding waste, zero carbon transport and sustainable procurement, and environmentally sustainable development (ESD).