

Position Description

Position Title	Manager Media and Communications
Portfolio	Advocacy
Reports To	Executive Manager Advocacy
Employment Type	Full-time
Location	West Leederville

Team Overview

This role is within the Advocacy team, which is responsible for amplifying the voice and enhancing the profile and perception of WALGA and the Local Government sector, through contemporary internal and external communications, stakeholder relations (including member engagement and government relations), events and media.

Position Purpose

The Manager Media and Communications is responsible for the delivery of best practice, effective media and communications outcomes that enhance the Association's reputation, policy and advocacy positions, and service delivery, as well as supporting member and key stakeholder relations.

Key Accountabilities

Team Leadership	<ul style="list-style-type: none"> • Demonstrate a consistent and visible commitment to WALGA's values and lead the team by fostering a culture of collaboration, accountability, innovation, continuous improvement, and agility. • Build and lead a high performing team with the required capabilities, providing guidance and coaching, translating business plan objectives into actionable initiatives, setting clear goals and performance metrics. • Management of team budget. • Embed accountability into all business processes and decisions. • Collaborate with other teams in WALGA to promote and achieve organisational cohesion as it relates to Media and Communications initiatives.
Media	<ul style="list-style-type: none"> • Responsible for media strategies and tactical plans. • Prepare media releases and responses.



	<ul style="list-style-type: none"> • Liaise with the media, and media and communication representatives within Federal and State Government, Local Government and other key stakeholder organisations. • Proactively identify positive media opportunities and coordinate media strategies to deliver positive media outcomes. • Develop and implement reactive, crisis and issues management plans as required. • Manage media enquiries as the first point of contact for the media. This will require being on call to provide advice and response to media enquiries outside of normal office hours when required. • Provide strategic media advice and media training to internal stakeholders. • Responsibility for external comms and publications drafted by the Media and Communications team.
Communications	<ul style="list-style-type: none"> • Develop and implement integrated communications strategies and tactical plans. • Develop, lead and manage all external communications and activities, including the content and production of high-quality external communication material. • Proactive liaison with WALGA portfolios to identify and develop advocacy and promotional opportunities, using traditional and digital communication tactics and strategies. • Prepare presentations and speech notes for the WALGA President and CEO and oversee the production of other external presentations. • Preparation of content (in conjunction with the Manager Marketing) for campaigns and other advocacy activities (such as events) to promote WALGA and the Local Government sector, and support advocacy, manage and grow reputation, and expand service delivery.

Key Relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none"> • Escalate issues, make suggestions and provide updates. • Receive advice and report on progress towards business objectives and future directions. • Provide expert advice and contribute to decision-making. • Identify emerging issues/risks and their implications and propose solutions.



	<ul style="list-style-type: none"> • Report on progress towards business objectives and discuss future directions.
Direct Reports	<ul style="list-style-type: none"> • Lead discussions and decisions regarding key projects and deliverables. • Lead, direct, manage and support performance using the PACE program and Capability Framework. • Provide guidance and coaching, translating team objectives into actionable initiatives.
Team	<ul style="list-style-type: none"> • Promote a collaborative and inclusive work culture and balance the success of the organisation with individual and team goals. • Actively seek out opportunities to contribute to the broader organisation, supporting the accomplishments of teammates. • Foster a sense of unity and cooperation to achieve shared goals.
Stakeholders	<ul style="list-style-type: none"> • Manage expectations and resolve issues. • Communicate needs and facilitate routine business transactions. • Monitor, direct and address enquiries.
External	
Stakeholders	<ul style="list-style-type: none"> • Establish and build professional media and communication networks with key stakeholders including the media, member local governments, Federal and State Government, other local government associations, industry and professional associations. • Establish and build professional networks and relationships across other jurisdictions to maintain currency of issues, share ideas and learnings, and collaborate on common responses to emerging and/or developing issues. • Manage expectations and resolve issues. • Monitor, direct and address enquiries.
Supplier/Service Providers and Consultants	<ul style="list-style-type: none"> • Manage expectations and resolve issues. • Communicate needs and facilitate routine business transactions. • Monitor, direct and address enquiries.

Key Competencies

Knowledge and Experience	<ul style="list-style-type: none"> • Demonstrated experience as a journalist, or in a media or communications capacity at a corporate, government, not-for-profit or industry organisation. • Demonstrated experience developing and delivering media and communications strategies for proactive promotion and advocacy, and reactive crisis issues management.
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	<ul style="list-style-type: none">• Ability to identify emerging media, stakeholder and community interest issues, and provide strategic media and communications advice.• Thorough understanding of media needs and established media networks, with high level experience in media liaison.• Experience collaborating with subject matter experts to develop timely responses to media enquiries and produce evidence-based communications collateral, including digital.• Highly developed knowledge of traditional and digital media including content creation, channels, technology tools.• Management experience in small and medium-sized teams.• Thorough knowledge of the legislation, regulations, industry standards and professional ethics relating to media and communications.• Knowledge of the role and relationship of Local, State and Federal Governments (desirable).• Previous experience in or with a member-based organisation (desirable).• Tertiary qualifications in Communications, Media, Journalism or equivalent (desirable).
Skills	<ul style="list-style-type: none">• High level interpersonal skills and ability to influence both internal and external stakeholders, leveraging relationships and networks to secure outcomes.• Demonstrated ability to articulate and deliver key messages in all (traditional and digital) communications such as media releases, talking points, speeches, newsletters, brochures, social media and websites.• Ability to translate complex information into accessible, concise briefing notes.• Superior written and verbal communication skills.• Ability to set priorities, plan work programs, meet deadlines and manage time effectively.• Proven ability to actively participate in, contribute to and provide leadership to a team.• Ability to negotiate and influence in a time pressurised environment.• Ability to use PC applications including MS Word, Excel, Outlook, PowerPoint and Publisher.• Ability to use marketing platforms (desirable).
Behaviours	<ul style="list-style-type: none">• Willingness to attend meetings and events where intrastate and overnight travel is required along with out of business hours work.• Lead by example, demonstrating exceptional accountability in all endeavours.• Mentor and guide others in developing their future thinking capabilities and actively foster a collaborative team culture, encouraging trust, cooperation, and accountability.• Speak with expert authority, effectively influencing stakeholders and shaping outcomes.



	<ul style="list-style-type: none">• Champion a culture of continuous improvement and foster innovation in service delivery.• Promote a culture of safety and ensure WALGA's WHS policies, procedures, and programs are effectively implemented and adhered to.• Identify, assess, and manage WHS risks within work area, ensuring appropriate risk mitigation strategies are in place.• Identify and manage psychosocial risk factors through effective interventions.• Foster a culture of openness and support regarding mental health and well-being, encouraging employees to seek help when needed
Values	<p>Ability to demonstrate and apply WALGA's values.</p> <ul style="list-style-type: none">• Respect - We act honestly, with integrity and respect• Excellence - We strive for excellence and an environment of continuous improvement• Accountability - We take responsibility and work openly and transparently• Collaboration - We value strong relationships and partnerships• Curiosity - We encourage a spirit of enquiry, and an innovation mindset