

Position Description



Title

Position Title:	Manager Advocacy, Communications and Engagement
Classification:	Senior Executive Officer
Directorate:	Corporate Services
Department:	Advocacy, Communications and Engagement
Approved by:	Senior People Experience Business Partner
Date approved:	August 2026

1. Position Overview

The Manager Advocacy, Communications & Engagement is responsible for leading Council's communications, community engagement and advocacy functions, ensuring the effective delivery of strategies, programs and initiatives that support the Council Plan. The role provides strategic leadership to enhance Council's reputation, strengthen stakeholder and community relationships, and promote Council's priorities through targeted communications, meaningful engagement and evidence-based advocacy. The position also leads the implementation of Council's Community Engagement Framework and oversees advocacy activities that influence outcomes for the Hobsons Bay community.

2. Position Objectives

- Effectively lead and manage the media relations and communications function, which involves media releases, media briefings, speech writing, the production of consistent, high quality communications pieces including social media
- Work in partnership with all relevant stakeholder to ensure common, recognizable, dynamic, contemporary and cogent branding for Hobsons Bay City Council which achieves high level of awareness and penetration across community, industry, and Federal, State and Local Government sectors

- Provide sound and timely strategic advice to Councilors, the Chief Executive Officer (CEO), and the Executive Leadership Team in areas of marketing, media communications relating to both the Council and the organisation. Manage media campaigns that promote and publicise the Council's activities, programs and initiatives
- Develop and lead the Council's advocacy strategy
- Lead the stakeholder engagement process, in conjunction with relevant staff members, to support the aims and objectives of the community engagement framework and the Council's advocacy strategy
- Develop and implement a creative and effective campaigns to leverage, promote and support impactful advocacy priorities
- Develop and deliver communication, advocacy and engagement policies, strategies and plans as required.
- Build cross organisational ownership and decision making and bring a holistic, whole organisation perspective to the development and delivery, projects and services
- Develop and coordinate quality communication materials and required, including oversight of the Council's website, coordinated use of social media accounts, media materials, general advertising and other materials produced for public consumption
- Manage the department's operations and performance, including strong performance development planning, annual performance reviews, and the Department's annual budget
- Deliver regular reports, presentations, evaluations and recommendations to the executive and Council
- Provide a department environment that fosters personal and professional growth for staff to encourage organisational excellence, rigour, openness or opinion and curiosity
- Attend Council meetings and corporate events as required, noting that such meetings may take place outside of normal business hours
- Work closely with elected representatives to support their engagement and interaction with residents and key stakeholders
- Proactively identify media opportunities and threats, and develop/coordinate appropriate responses as required
- Other duties as directed that are within the skills and knowledge of the incumbent

3. Organisational relationships

Reports to:	
• Director Corporate Services	
Supervises	
• Coordinator Strategic Communications	
• Coordinator Community Engagement	
• Coordinator Advocacy	

4. Position Characteristics

Accountability and Extent of Authority

May manage resources and/or regulatory or specialist units and/or develop and interpret policy.

Hobsons Bay City Council

(03) 9932 1000

customerservice@hobsonsbay.vic.gov.au

NRS: 133 677 (for the deaf, hearing or speech impaired)



www.hobsonsbay.vic.gov.au

[facebook.com/HobsonsBayCityCouncil](https://www.facebook.com/HobsonsBayCityCouncil)

twitter.com/HobsonsBayCC

115 Civic Parade, Altona
PO Box 21, Altona 3018



Where the prime responsibility is for resource management the freedom to act is governed by broad goals, policies and budgets with periodic reviews to ensure conformity with those goals and a reporting mechanism to ensure adherence to budgets. Decisions and actions taken may have a substantial effect on the operational unit being managed or on the public perception of the wider organisation.

In positions where the prime responsibility is to manage regulatory or specialist units, the freedom to act is governed by the goals and policies of the organisation and by statute and subordinate legislation. Decisions and actions taken at this level may have a substantial effect on the community or sections of it.

Where the prime responsibility is to develop policy options and strategic plans, the freedom to act is wide and limited only to the areas nominated by employer or the corporate management. Advice and counsel provided is relied upon for guidance and part-justification for adopting particular policies, the impact of which may be substantial upon the organisation and/or the community.

Judgement and Decision Making

Positions generally involve both problem solving and policy development. Methods, procedures and processes are less well defined. Employees are expected to contribute to their development and adaptation. Work will typically require the identification and analysis of an unspecified range of options before a choice can be made. Employees will identify and develop policy options in their own functional area for consideration and choice by their manager or by employer.

Specialist Skills, Knowledge and Experience

Positions require proficiency in the application of theoretical or scientific approaches in the search for solutions to new problems and opportunities which may be outside the original field of specialisation.

An understanding is required of the long-term goals of the wider organisation, its values and aspirations, and of the legal and socio-economic and political context in which it operates.

A sound knowledge of budgeting and relevant accounting and financial procedures is essential except for specialist positions where such knowledge may not be required

Management Skills

Positions typically involve the supervision of large numbers of employees or the supervision of tertiary qualified employees or employees with extensive experience.

Management skills are required to achieve objectives and goals, taking account of organisational and external constraints and opportunities.

Interpersonal Skills

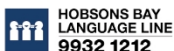
Positions require the ability to persuade, convince or negotiate with customers, members of the public, other employees, tribunals and persons in other organisations in the pursuit and achievement of specific

Hobsons Bay City Council

(03) 9932 1000

customerservice@hobsonsbay.vic.gov.au

NRS: 133 677 (for the deaf, hearing or speech impaired)



 www.hobsonsbay.vic.gov.au

 facebook.com/HobsonsBayCityCouncil

 twitter.com/HobsonsBayCC

115 Civic Parade, Altona
PO Box 21, Altona 3018



and set objectives. Employees at this level must be able to lead, motivate and develop other employees.

Qualifications and Experience

Skills and knowledge needed are beyond those normally acquired through a degree course and experience in the field of the employee's specialist expertise alone.

Necessary skills and knowledge would be gained through further formal qualifications in the field of expertise, or in management, or through at least four years of experience in another specialised field or acquired through lesser formal qualifications.

5. Key Selection Criteria

- Tertiary qualifications in communications, public relations, journalism or a related discipline, together with substantial experience in a senior leadership role overseeing communications, community engagement and/or advocacy functions.
- Demonstrated ability to lead the development and delivery of strategic communication initiatives across a range of channels and platforms that enhance organisational reputation, stakeholder engagement and community awareness.
- Proven experience in leading community engagement programs and applying contemporary engagement principles and frameworks to inform decision-making and strengthen community participation.
- Demonstrated success in developing and implementing advocacy strategies, building productive partnerships and influencing outcomes through effective stakeholder engagement with government, industry and community representatives.
- Highly developed leadership skills with a proven ability to motivate, develop and lead high-performing teams, foster collaboration and drive organisational outcomes in a complex environment.
- Exceptional written, verbal and interpersonal communication skills, with the ability to prepare high-quality communications, present complex information clearly, and effectively negotiate and influence diverse stakeholders.
- Demonstrated experience working with State and/or Federal Ministers, Ministerial Offices, government agencies and other key stakeholders, with a strong understanding of government processes, public policy and political environments.
- Proven ability to provide strategic advice to senior leaders, manage complex issues and build trusted relationships that support organisational objectives and community outcomes.

6. Inherent Requirements

The occupant of the position will be required to meet the following inherent requirements:

Hobsons Bay City Council

(03) 9932 1000

customerservice@hobsonsbay.vic.gov.au

NRS: 133 677 (for the deaf, hearing or speech impaired)



 www.hobsonsbay.vic.gov.au

 facebook.com/HobsonsBayCityCouncil

 twitter.com/HobsonsBayCC

115 Civic Parade, Altona
PO Box 21, Altona 3018



Compliance Current and valid working rights for Australia

- Satisfactorily pass a national police check (and where necessary an international check)
- Valid Working with Children Check
- Current Victorian Driver's Licence

Physical

Daily work will be performed in an office environment, as such:

- Physical demands are sedentary to light requiring the ability to sit, stand, reach, bend, lift and pull using safe manual handling practices.
- You may be exposed to conditions normally encountered in an office environment.
- Ability to undertake and pass a physical assessment against the inherent physical requirements of the role.

Psycho-social

- Resilience and adaptability
- Ability to manage stress effectively, maintain a positive attitude, and demonstrate emotional intelligence
- Strong self-motivation, a collaborative approach, and a commitment to upholding ethical standards and Council values.

Hobsons Bay City Council

(03) 9932 1000

customerservice@hobsonsbay.vic.gov.au

NRS: 133 677 (for the deaf, hearing or speech impaired)



 www.hobsonsbay.vic.gov.au

 facebook.com/HobsonsBayCityCouncil

 twitter.com/HobsonsBayCC

115 Civic Parade, Altona
PO Box 21, Altona 3018

