

POSITION DESCRIPTION		
	Position Title:	Program Leader, Corporate Communications & Marketing
	Position Number:	P01131
	Directorate:	Governance and People Service
	Service:	Communications and Marketing
	Location:	Katoomba HQ
	Position Classification:	Band 11
	Date Created/Updated	August 2026

POSITION PURPOSE/OBJECTIVE

The Communications and Marketing Service is responsible for the service activities of Media Management; Corporate Communications; Community Engagement; Public Relations; Marketing; Crisis Communications; Events and Policy Management / Training.

The position is required to assist the Manager Communications & Marketing position to lead the delivery of the Communications & Marketing service for the community and Council. This involves the effective leadership and direction to the Communications & Marketing team and to the organisation for a broad range of marketing and communications activities. The role is required to plan, coordinate and deliver a high standard of engaging, relevant and effective internal and external communications, marketing, branding and graphic design, and corporate and civic events across the organisation and in the community.

RELATIONSHIPS

Reports to (<i>Position Title</i>):	Manager Communications and Marketing
Report to (<i>Position Number</i>):	
Staff Responsibility:	Direct management of 5 FTE staff positions, as well as temporary and casual staff and external contractor and consultants as required
Key Internal Relationships:	CEO; Executive Leadership Team, Managers; Team Leaders; All Staff
Key External Relationships:	External contractors & suppliers; Residents & community groups; Local Government Authorities; other Government Agencies; and industry associations.

KEY RESPONSIBILITIES

- Support the Communications and Marketing Manager in the strategic planning, delivery and continuous improvement of Council's communications and marketing functions.
 - Lead and manage the Communications and Marketing stream, including the supervision and development of a team of five staff responsible for corporate communications, marketing, civic and corporate events, brand management, graphic design and internal communications.
 - Collaborate with the Program Leader Media and Communications to ensure alignment and integration across all communications functions, including media, digital media, community engagement, marketing and brand, events and internal communications.
 - Coordinate the planning and delivery of civic and corporate events, ensuring professional execution, effective stakeholder engagement and alignment with Council's strategic priorities and protocols.
 - Develop and implement communications and marketing campaigns that promote Council services, projects, programs and initiatives across a range of channels.
 - Oversee Council's brand management and graphic design activities, ensuring consistency, quality and compliance with corporate brand standards across all communications and promotional materials.
 - Lead the development and delivery of internal communications initiatives that support organisational culture, employee engagement and the effective flow of information throughout the organisation.
 - Provide specialist communications and marketing advice and support to business units, project teams, executives and senior leaders.
 - Manage workflows, resources and priorities across the Communications and Marketing stream to ensure high-quality, timely and customer-focused service delivery.
 - Monitor and evaluate communications, marketing and event outcomes, identify opportunities for improvement and contribute to the achievement of organisational objectives.
 - Support issues management, stakeholder communications and organisational communication initiatives as required.
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Guiding Principles

- We act as one organisation responding to the changing needs of our LGA and community
- We are strategy led, driven by our Community Strategic Plan with clear priorities and focus
- We are service focused & we continuously improve service provision and provide excellent customer service
- We collaborate and work together to achieve our outcomes
- We ensure safety and well-being is at the centre of our organisation, operations and culture
- We are a financially sustainable organisation, living within our means, ensuring best value resource allocation

These Guidelines complement the Council's adopted Values of: Work Together; Work Safe Home safe; Service Excellence; Value for Money; Trust and Respect; and, Supporting Community.

Workplace Health & Safety

Ensure compliance with WHS obligations and responsibilities as outlined in Councils policies and procedures and under the relevant WHS legislation. These include but are not limited to: identifying potentially unsafe situations or work practices and notifying your Supervisor or Manager (or the Health, Safety Manager/Area Safety Representative); never performing a task that you believe is dangerous or for which you do not have the experience, or have not received appropriate instructions and training or where the correct equipment to carry out the task safely is not available; always work in a safe manner and in accordance with safety instructions, where applicable; use the work equipment supplied for the job, in accordance with the manufacturer's instructions), and any personal protective equipment, which the Council deems necessary and has provided; be safety aware and report any actions to your line manager which will assist the Council to meet its legal workplace health and safety obligations.

You have the right to cease or direct cessation of unsafe work. In addition, you are required at all times to comply with Councils Asbestos Management Plan and Policy.

COMMUNICATION

The job holder will:

- Communicate with a wide range of people in many internal and external settings
 - Lead discussions, negotiations and make presentations in order to develop and maintain program direction.
 - Write detailed correspondence, reports and submissions.
 - Be able to anticipate and pre-empt customer requirements and do utmost to meet these; monitor and evaluate the effectiveness of customer service provided and recommend modifications to improve service.
 - Provide service to internal customers as a regular part of the job. Service includes answering queries, providing documentation, providing advice and referring queries to appropriate personnel.
 - Provide extensive, on-going cooperation, coordination and communications between Divisions and Branches for work production or service quality or conflict resolution.
 - Undertake frequent one on one communications – weekly or more often or of critical importance to the job.
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JUDGEMENT & PROBLEM SOLVING

The position holder will need to:

- Exercise judgement and make recommendations based on advanced analytical or creative thought and by applying personal and professional discretion.
 - Have the ability to solve problems using research, analysis, and evaluation of information which may not be readily available.
 - Ensure strategic outcomes or the coordination of resources covering multiple work cycles or long term projects is planned appropriately.
 - Understand the current and desired market positioning and strategic business direction of the organization and apply business principles to the role to achieve these aims.
 - Have a comprehensive understanding of the organisation's goals and strategies.
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AUTHORITY

- Primary responsibility for the development implementation of appropriate corporate communications & marketing strategy.
 - Making decisions autonomously. Independent action is required. Unusual problems may be referred for clarity of policy or direction.
 - Making decisions that affect the work and activities across a major function or a number of departments.
 - Responsibility for the application of technical skill and regulatory requirements in relation to the delivery of the Communications & Marketing service.
 - Ensuring that operational safety standards or other requirements are met at an operational level.
 - Effective management of relevant staff and associated leave, performance management authorisations and financial delegations.
 - Matters as delegated from the Chief Executive Officer and / or elected Council.
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SKILL, EXPERIENCE, QUALIFICATIONS & BEHAVIOURAL COMPETENCIES

Essential Criteria

1. **Tertiary qualifications and/or significant demonstrated experience** in communications, marketing, public relations, journalism or a related discipline.
2. **Demonstrated experience leading and managing communications and marketing functions**, including strategic planning, service delivery and continuous improvement within a complex organisation.
3. **Proven leadership and people management skills**, including the ability to supervise, develop and motivate a professional team to achieve organisational objectives.
4. **Experience developing and delivering integrated communications and marketing strategies, campaigns and initiatives** across a range of channels to support organisational outcomes.
5. **Demonstrated ability to provide high-level communications and marketing advice** to executives, senior leaders, business units and project teams.
6. **Proven experience coordinating and delivering corporate and civic events**, including stakeholder engagement, protocol requirements and event evaluation.
7. **Demonstrated experience in brand management, graphic communications and corporate identity**, ensuring consistency and quality across organisational communications and promotional materials.
8. **Experience developing and delivering internal communications initiatives** that support organisational culture, employee engagement and effective information sharing.
9. **Excellent written, verbal, interpersonal, negotiation and project management skills**, with the ability to manage multiple priorities, resources and deadlines while delivering high-quality outcomes.
10. **Demonstrated ability to build and maintain effective stakeholder relationships and exercise sound judgement when managing complex, sensitive or high-profile communication issues.**
11. Ability to work outside normal business hours as required.
12. Demonstrated commitment to Work Health and Safety, Equal Employment Opportunity and ethical professional practice.

Desirable Criteria

1. Experience working in **Local Government or the public sector.**
2. Knowledge of contemporary trends and best practice in **communications, marketing, branding, events and employee engagement.**

3. Experience in **issues management, organisational communications and stakeholder communication** relating to major projects, change initiatives or sensitive community matters.

BMCC POSITIONAL PHYSICAL DEMANDS ANALYSIS

*NOTE: to be completed with the Recruitment Requisition form by the requesting Manager/ Supervisor.
Please contact the WH&S Officer if assistance is required in completing this form.*

Position:	Program Leader Communications & Marketing		
Responsible Manager/Supervisor:	Manager Communications & Marketing		
Signature:		Date:	

Complete the physical requirements and working condition sections of the table below based on an employees average daily exposure to the tasks listed. Ratings as follows:	Exposure Level	Rating
	No Exposure	0
	Low Exposure (0 – 2hrs daily)	1
	Medium Exposure (2 – 4hrs daily)	2
	High Exposure (4 – 8hrs daily)	3

PHYSICAL REQUIREMENTS							
Heavy Manual Tasks	0	Pushing loads > 5kgs	0	Frequent bending/ stooping	0	Sitting for extended periods	3
Light Manual Tasks	1	Pulling loads >5kgs	0	Repetitive Lifting	0	Standing for extended periods	1
Trunk Twisting	1	Extend arms for reaching	0	Elevating arms above shoulder height	1	Kneeling for extended periods	0
Climbing to access/ exit excavations	0	Throwing	0	Walking on uneven ground	1	Walking for extended periods	0
Balancing	0	Crawling	0	Hearing above background noise	1	Depth Perception	2
Colour Vision	3	Fine Manipulation	0	Shoveling/Digging	0		
WORKING CONDITIONS							
PHYSICAL							
Inside Work	3	Outside Work	1	High Temperatures > 38deg	0	Low Temperatures < 3 deg	0
Operating Machinery	0	Working Near Machinery	0	Working at Heights	0	Noisy Work Areas	0
Vibration	0	Confined Spaces	0	Prolonged Driving (periods > 2hours)	0	Working Alone	0
Overhead Work	0	Use of computer for screen-based activities.	3	Prolonged Sitting (periods > 1hour)	3	Prolonged Standing (periods > 1 hour)	0
CHEMICALS				BIOLOGICAL			
Dusts	0	Liquids	0	Pesticide Spraying	0	Herbicide Spraying	0
Working with Solvents	0	Mists / Fumes	0	Possible exposure to Hepatitis A, B, C	0	Possible exposure to Tetanus	0
Gases/ Vapours	0	Odours	0	BIOMECHANICAL			
				Repetitiveness	3	Fatigue	0
ASBESTOS							
Asbestos Awareness	√	None of the below					
Class B Asbestos Removal		Asbestos Removal and Supervision				Asbestos Assessor	
USE OF PERSONAL PROTECTIVE EQUIPMENT							
Safety Boots/ Shoes	0	Dust Mask/ Respirator	0	Protective Eyewear	0	Ear plugs/Muffs	0
Hard Hat							
Provide a brief description of the job requirements:							