

## POSITION DESCRIPTION

### GROUP MANAGER COMMUNICATIONS & CUSTOMER ENGAGEMENT

#### POSITION DETAILS

Date of Position Description	October 2025
Position Title	Group Manager Communications & Customer Engagement
Position Grade	21
Directorate   Business Unit	City Engagement & Experience (CEE)
Reports to	Executive Director City Engagement & Experience
Physical Requirements Category	Category 1 – Desk role with Ergonomic Requirements
Job Location	126 Church Street, Parramatta (Council retains the right to alter locations should the operational need arise)

#### POSITION OVERVIEW

The City Engagement and Experience Directorate is responsible for positioning the City of Parramatta as Sydney's Central City. This position works in partnership with the Group Manager Marketing & Digital Services within the City Engagement and Experience Directorate to realise this objective.

The role leads the identification, development and management of strategic partnerships with key organisations and stakeholders, fostering collaborative initiatives that support the City's long-term objectives and add value to the community.

This position is responsible for ensuring that all activities that take place within its core management responsibilities align with and reflect the overall vision and strategic direction that has been set for the City.

This includes the effective, strategic management of Council's activities related to communications & customer engagement of Council and the City, the experience it offers and Councils engagement with all its key stakeholders.

#### KEY RESPONSIBILITIES

##### Role specific

- Lead and manage the Communication & Customer Engagement Unit which consists of Corporate Affairs, Research & Engagement and the Customer Service Centre, in the provision of customer-centric programs, partnerships, products and services to achieve the Vision and Priorities of the City, including its economic, social and cultural development to meet the current and future needs of the community, business and visitors and to deliver a seamless experience for the customers and communities that we serve.

- Identify, cultivate and manage strategic partnerships with external organisations, government agencies, business groups and community stakeholders to enhance Council's programs, services and engagement outcomes. Ensuring collaborations are aligned with Council's strategic priorities and deliver measurable outcomes.
- Drive the end-to-end process of strategic partnership development—identifying opportunities, initiating engagement with potential partners, negotiating terms, and formalising agreements. Ensure all partnerships are structured to deliver clear benefits, support innovation, and are monitored through robust evaluation frameworks to maximise value and impact for both Council and the community.
- Manage and facilitate the operation of the Unit including management of staff and financial resources; and achievement of goals agreed with the Executive Director City Engagement & Experience.
- Lead the City's commitment to stakeholder engagement and economic development; act as the expert advisor to facilitate the provision of an effective and authentic way for Council, the community and other stakeholders to connect and communicate and provide professional leadership; and advice to the Executive Team concerning all elements of Stakeholder Engagement.
- Understand and incorporate Council objectives, policies and related legislation, financial reporting, compliance, procurement and contract management requirements, project management processes, stakeholder engagement best practice and robust safety and risk management practices across Unit activities.
- Evaluate and advise on the impact of long-range plans, programs, strategies and actions and contribute to the setting of targets in the Council's annual Management Planning process, and the delivery of those targets.
- Ensure the regular review, evaluation and improvement of all plans, programs, and actions relevant to the Unit.
- Competently represent Council, as appropriate, in the Government, corporate and community arenas to advance the vision and priorities of the City and ensure that the interests of Council are adequately catered for and always protected.
- Work in partnership with staff, Councillors, the community and stakeholders to advance the vision and priorities of the City.
- Develop and maintain strong working relationships with all key stakeholders and ensure a thorough understanding of the nature of all stakeholder relationships, internal and external.
- Provide professional advice and support to other Unit Managers and Program Managers throughout Council as to how their programs may achieve or contribute to the City's objectives.
- Research, monitor and review industry, cultural, social and technology trends to recognise triggers and opportunities for change.
- As a member of the Leadership team, contribute to business and strategic planning to represent the Unit in setting key priorities and targets and advocate new approaches to achieving organisational outcomes based on sound evidence and professional knowledge.
- Implement creative and effective solutions to ensure attainment of business objectives and continuous improvement of business performance and service delivery utilising proven skills and understanding of technology, change management, customer service, integrated programming and planning and community engagement.

- Develop and improve systems, policies and practices and identify, assess and respond to issues affecting Unit performance.
- Engage in strategic workforce planning to align workforce capability and capacity with current and future priorities and objectives: lead, manage and develop team members, provide coaching and mentoring to achieve high levels of performance.
- Lead the management of change, support team development, encourage the acceptance of responsibility and accountability by staff, and ensure work plans and activities support and are consistent with organisational change initiatives.
- Encourage a culture that values collaboration and acknowledges the input and achievement of others.
- Ensure the application of Council's formal Project Management methodology for all relevant activities within the Unit, including the development and maintenance of all project documentation.
- Monitor, approve and report on all milestones, key performance indicators and budgeted project expenditures and ensure project deliverables are on time, within budget, at the required level of quality and achieve the objectives detailed within the project scope.

#### Baseline

- Lead, manage, coach, and develop a team of leaders (to guide their direct reports) in the designated area of expertise to promote accountability and alignment towards achieving desired organisational outcomes.
- Set the strategy and framework for how the Group's annual budget and provide key inputs to the budgeting and forecasting processes to promote sound financial sustainability.
- Develop and execute the Group's medium to long term roadmap and strategic business plan in alignment to the organisation's Strategic Plan and vision.
- Organise service areas to ensure that all practices are up to date with current and pertinent legislation, statutory regulations and better practice to ensure a subject-matter-expert mindset is adopted and promoted to all stakeholders.
- Continually monitor and assess capability of the Group, with a view to modernise, adapt and continuously improve through practices, optimisation of technology and procedures.
- Build in performance metrics and mechanisms to identify early visibility of risks to enable mitigation approaches.
- Promote and maintain effective relationships with all external business partners including community organisations, contractors, State and Federal authorities.
- Actively lead and manage the health and safety of yourself, employees, visitors, contractors and volunteers whilst at work, and cooperate with the organisation to comply with WHS legislative obligations.
- Lead and promote the value of diversity and inclusion in all practices, engaging with and integrating the views of others.
- Champion customer service and organisational effectiveness, by acting ethically, honestly and with fairness.
- Comply with Council policies, including the COVID 19 Vaccination Policy, as amended from time to time

## KNOWLEDGE

### Qualifications

- Tertiary (Degree) qualification in Media, Communications, Public Relations or in a relevant discipline or significant relevant experience.
- Current driver license.

### Experience

- A minimum of 10 years of experience working at leadership level in a relevant field in a medium-large sized organisation; leading multi-disciplinary teams and delivering outcomes based on organisational objectives to a high standard, to budget and business performance criteria.
- Demonstrated high level experience with the development and successful implementation of innovative plans and strategies.
- Local Government experience is highly desirable.

### Skills

- Well-developed stakeholder engagement, customer service and economic development skills and demonstrated ability to develop, lead and manage related innovative strategies, plans, projects and programs.
- Ability to work within a broad functional management team environment, demonstrating agility and role-modelling the values of teamwork, integrity, innovation and customer focus.
- Ability to build and maintain positive and productive working relationships across all levels of the organisation, and with external stakeholders and commercial partners including liaison with senior external stakeholders on key issues.
- Extensive and highly developed strategy development and planning skills.
- Ability to lead and manage staff, including management of change and support for team development; encouraging the acceptance of responsibility and accountability by staff, and ensuring work plans and activities support and are consistent with organisational priorities and change initiatives.
- Advanced problem solving and decision-making ability including competence in monitoring the environment and anticipating potential issues and experience in working with line managers resolving high priority, and often sensitive and complex issues.
- Demonstrated strong financial and strategic business acumen.
- Outstanding conceptual, written and oral communication skills.
- Excellent time management skills, with the ability to manage competing priorities within strict timelines.