

Position Description

Manager Communications and Grants

Updated: August 2026

Position Details

Position No:	500 464
Department	Financial Services
Employment Status:	Permanent Full Time
Reporting to:	Chief Financial Officer
Direct Reports:	4-6
Indirect Reports:	0
Financial Delegation	Up to \$10,000
Band/Level	Professional/Specialist Band 3, Level 4
Grade:	Grade 17
Allowances	Nil

This document describes the key accountabilities, duties and required capabilities of the position and is not designed to be prescriptive. The incumbent can expect to undertake other duties in addition to those described in this document, in line with changing strategic and operational requirements.

Position Purpose

The Manager Communications and Grants provides strategic direction across Council's communications, community engagement and grants functions. The position provides trusted, high-level advice to the Mayor, General Manager and Executive Leadership Team, drives effective communication and engagement with the community and key stakeholders, manages emerging issues and reputational risks, and strengthens Council's corporate reputation. The position also manages Council's strategic approach to external grant funding and advocacy to support the delivery of priorities identified within the Integrated Planning and Reporting (IP&R) framework.

Authority and Delegations

The incumbent has the authority to take any reasonable action that is consistent with the accountabilities and duties of the position, as described in this document, and to ensure the safe and efficient undertaking of work activities. The incumbent's authority to act is subject to any limitation imposed by Council policies and procedures.

Under section 378 of the *Local Government Act 1993*, the General Manager may sub-delegate powers, authorities, duties or functions of Council to this position. The incumbent must exercise any delegations conferred to the position in accordance with Council's Code of Conduct and all relevant Council policies and procedures.



Delegations applicable to this position are contained in Council's Delegations Register, which is modified from time to time.

Key Accountabilities

Position Accountabilities

1. Manage Council's Communications and Engagement function, including the development, implementation and review of Council's Communication and Engagement Strategy, ensuring activities support Council's strategic priorities, strengthen community trust and enhance Council's reputation.
2. Provide trusted, high-level strategic communications and engagement advice to the Mayor, General Manager and Executive Leadership Team, including advice on emerging and sensitive issues, community sentiment, reputational risks, media matters and opportunities for proactive communication.
3. Drive Council's community and stakeholder engagement activities, developing and implementing contemporary engagement strategies that support meaningful consultation and build strong relationships with Councillors, government agencies, media, community organisations, industry partners and other key stakeholders.
4. Oversee Council's internal and external communications, media relations and issues management, including proactive and reactive communications, crisis communications, digital channels, corporate publications and key messaging to effectively communicate Council's priorities, decisions, achievements, services, projects and events.
5. Drive the continuous improvement of Council's communications and engagement practices, using community insights, media monitoring, digital analytics and other measures to evaluate effectiveness, identify emerging issues and opportunities and build communications and engagement capability across the organisation.
6. Manage Council's strategic approach to external grant funding and advocacy, identifying and assessing funding opportunities, overseeing the development of competitive, high-quality grant applications and supporting advocacy initiatives that advance the priorities identified within Council's Integrated Planning and Reporting framework.
7. Manage and develop the Communications and Grants Team, establishing clear priorities, building capability, fostering collaboration and maintaining a high-performing and responsive team that delivers quality outcomes for Council and the community.
8. Undertake other duties as required by Parkes Shire Council, within the scope of the incumbent's capabilities, knowledge, and experience.

Management Accountabilities

- Champion Council's vision and the organisation's mission, modelling behaviours which support and align with Council's values.
- Ensure the effective and efficient operation of the Branch and monitor performance to ensure it meets operational and Budget allocation requirements.
- Maintain and enhance relevant internal controls, policies and procedures to ensure legislative and organisational compliance and promote better practice.
- Build, promote and sustain a culture within the Branch that enables effective teamwork, collaboration and continuous improvement.
- Regularly appraise staff performance and provide constructive feedback and ensure ongoing development in accordance with Council's performance review system.
- Ensure staff are suitably trained and establish a training and development plan for staff with an emphasis on succession planning.
- Actively contribute to the development, implementation and performance monitoring of Council's Integrated Planning and Reporting (IP&R) framework.
- Implement projects, programs and activities assigned to the Branch in the annual Operational Plan, subject to the allocated Budget.



- Provide timely and professional advice and reports to the Council, Council Committees and the Executive Leadership Team on projects, programs and activities assigned to the Branch.
- Provide full reports to Council, Council Committees and the Executive Leadership Team in a timely manner, ensuring reports are presented in a neutral framework with full disclosure of all relevant material and implications, including an evidence-based recommendation.

Corporate Accountabilities

- Ensure personal and professional behaviour is consistent with Council's Code of Conduct and Equal Employment Opportunity (EEO) principles and report any known breaches.
- Execute work with probity, accountability and transparency to prevent incidents of fraud and corruption in Council's organisation and operations and report any known incidents.
- Actively perform as a team member and contribute to the outcomes of work teams in a collaborative, professional and productive manner.
- Assume responsibility for and manage own work, regularly appraising own performance against required levels of performance.
- Undertake training and attend professional development opportunities, if and as required.
- Store and maintain corporate records in Council's Electronic Document and Records Management System (EDRMS) in accordance with relevant policies, procedures and the *State Records Act*.
- Identify, assess and treat risk relevant to the position.
- Monitor the implementation of the Work Health Safety Management System (WHSMS) in the work area.
- Convey a professional image of Council and dress appropriately for the role, including wearing Personal Protective Equipment (PPE) or prescribed corporate uniform, if and as required.
- Communicate with customers in a professional and courteous manner, ensuring customers are provided with clear, accurate and timely information and requests are processed within required timeframes.

Position Requirements

Essential

1. Tertiary qualifications in Journalism, Communications, Public Relations or related discipline.
2. Demonstrated project management and coordination skills to enable the effective management of planning and reporting processes across multiple stakeholders to achieve desired outcomes within established timeframes.
3. Advanced written professional communication skills and demonstrated ability to prepare a wide range of communication materials, including material tailored for different audiences and platforms, such as engagement releases, speeches, newsletter content, website content, and social engagement content.
4. Advanced interpersonal and communication skills, with the ability to build strong professional relationships, influence key stakeholders, and negotiate suitable outcomes.
5. Excellent interpersonal skills and ability to foster quality working relationships with a wide variety of internal and external stakeholders, including Engagement outlets, State and Federal Government agencies, business/industry organisations, and community groups.
6. Proven ability to research and analyse issues promptly and use a high level of judgement to identify problems and recommend appropriate solutions.
7. Flexibility and willingness to attend meetings and events outside of business hours.
8. Excellent standard of IT literacy and advanced computer and software skills, including proficiency in the Microsoft 365 suite of applications.
9. Current and maintained NSW Driver's Licence.
10. Current and maintained Working with Children Check



Desirable

1. Demonstrated understanding of grant application processes in the NSW public sector, preferably in the Local Government context.
2. Completion of IAP2 Certificate of Engagement.
3. Experience in writing for a public sector organisation and understanding of Government processes.
4. Knowledge of the role, functions and responsibilities of Local Government.
5. Experience in developing and delivering communications strategies and plans to support the successful delivery of high-profile projects in a large, complex organisation.
6. Extensive knowledge of contemporary engagement operational methods, including thorough knowledge of the digital environment and social Engagement and proven ability in dealing with the electronic and print Engagement to facilitate a positive image of an organisation.

Key Relationships

Who	Why
Internal	
Chief Financial Officer	• Receive guidance and report on progress towards corporate objectives. • Provide expert advice and support and contribute to decision-making. • Identify emerging issues/risks and their implications and propose solutions.
Mayor, General Manager and Executive Management Team	• Provide timely, trusted and expert advice on engagement, including key messaging, presentation and reputation protection.
Council Staff	• Provide expert advice on a range of Corporate Communications and Engagement related issues and strategies. • Provide expert advice on a range of grants related issues and strategies. • Optimise engagement to achieve defined outcomes. • Manage expectations and resolve issues.
External	
Government Departments and Agencies	• Provide expert advice on a range of grants related issues and strategies. • Provide expert advice on a range of Corporate Communications and Engagement related issues and strategies. • Develop and maintain effective and collaborative working relationships. • Collaborate to implement key projects and deliverables. • Liaise with in respect to grant/funding applications and acquittals.
Consultants/Contractors	• Engage, manage and monitor progress as required.
Engagement	• Receive, register and action Engagement enquiries, ensuring production of timely and accurate responses • Optimise engagement to achieve defined outcomes
Customers	• Manage expectation and resolve issues.



Capability Framework

Capabilities for the role The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: “how we do things around here”. It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce.

The Local Government Capability Framework is available at www.lgnsw.org.au/capability

Below is the full list of capabilities and the level required for this position. The focus capabilities are in **bold**.

Capability Group	Capability Name	Level
Personal Attributes 	Manage Self	Highly Advanced
	Display Resilience and Courage	Advanced
	Act with Integrity	Advanced
	Demonstrate Accountability	Advanced
Relationships 	Communicate and Engage	Highly Advanced
	Community and Customer Focus	Advanced
	Work Collaboratively	Advanced
	Influence and Negotiate	Advanced
Results 	Plan and Prioritise	Advanced
	Think and Solve Problems	Advanced
	Create and Innovate	Advanced
	Deliver Results	Advanced
Resources 	Finance	Foundational
	Assets and Tools	Foundational
	Technology and Information	Advanced
	Procurement and Contracts	Foundational
Workforce Leadership 	Manage and Develop People	Advanced
	Inspire Direction and Purpose	Advanced
	Optimise Workforce Contribution	Adept
	Lead and Manage Change	Advanced



Acknowledgment

I confirm that I have read and understood the Position Description. As the incumbent of this position, I agree to work in accordance with the requirements of the position and will abide by Parkes Shire Council's policies and procedures. I understand this Position Description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I acknowledge that the organisation, in response to changing priorities, may vary tasks and responsibilities from time to time.

Name:

Signature:

Date://



ANNEXURE A - Work Health and Safety (WHS) Responsibilities

Managers	
May include: Numerous Managing positions across directorates	
Are responsible for implementing and monitoring WHS within their area of responsibility, duties include:	
Responsibility	Performance Measure
1. Ensure all reasonable steps are taken to implement Council's WHS policy and procedures to meet WHS legislative requirements.	– WHS resourcing is evident in department/area budgets in line with planned actions from the WHS risk register for the area, and strategic planning objectives. – WHS training is identified in annual performance reviews, and review of the WHS risk register, and communicated to HR for scheduling. – WHS policies and procedures are accessible to all workers. – Provide support to Supervisors to implement and uphold WHS policies and procedures on a daily basis. – Requests, complaints and issues are addressed following the WHS issue resolution process in a timely manner. – Contribute to employee induction and ensure all employees are inducted and periodically re-inducted. – Develop and implement Site Specific Safety Management Plans as required.
2. Personal commitment to workplace health and safety	– Compliance with WHS policy and procedure is personally demonstrated daily. – Participation in formal and informal discussions; workplace visits and incident investigations. – Develop relationships with HSRs within your area of responsibility. – Evidence of attendance at WHS meetings and professional development activities as required.
3. Provide timely, up to date, relevant WHS information to all workers in area of responsibility.	– Lead and document periodic department/area/team meetings with WHS as a standard agenda item. – Ensure changes in WHS policies, procedures and work instructions are clearly documented and communicated and explained to all workers in a timely manner. – Support workers in attending and participating in WHS training and WHS meetings. – Distribute industry relevant WHS information as it comes to hand. – Ensure structured job specific induction training is provided to new employees and scheduled at least every two years as a refresher, documented and records sent to HR.



Managers	
May include: Numerous Managing positions across directorates	
Are responsible for implementing and monitoring WHS within their area of responsibility, duties include:	
Responsibility	Performance Measure
4. Monitor the implementation of the WHSMS in your area of responsibility	– In consultation with workers, annually review the department's/area's WHS risk register, update and produce corrective actions. – Coordinate the review and update of SWMSs and SOPs in-line with changes to the WHS risk register annually. – Review all incident investigation reports and implement improvement action. – Ensure incident notification process is followed by reviewing a sample of notifications each month. – Conduct at least one contractor inspection every quarter - if applicable – Conduct a project site inspection at least every month of the life of the project - if applicable – Schedule and coordinate workplace inspections in consultation with all workers and relevant HSRs for the area(s). – Conduct and document one WHS "Go See" observation of your area of responsibility every week. – Review all WASPs received for checking every month and address any anomalies found. – Evidence of regular liaison with area HRS(s).
5. Report on WHS performance.	– Prepare a monthly report on progress of actions from departmental/area WHS risk register and conformance with Managers WHS KPIs. – Contribute to the WHS monthly report on progress of actions from incident notifications/investigations and inspections and audits conducted.
6. Ensure safe equipment and plant is provided and maintained.	– Evidence of completed action plans and purchase requests. – Evidence of budgeting for renewal of equipment and safety supplies.
7. Assist injured employees to return to their pre-injury duties as soon as practicable after a work-related injury.	– Evidence of attendance at meetings as required. – Evidence of signed Recover at Work plans. – Evidence of contribution to development of meaningful alternative duties as required.



ANNEXURE B - Organisational Chart

