

Role Charter

POSITION:	ENGAGEMENT OFFICER
Reports to:	Strategic Engagement Officer
Accountable to	Manager Communications, Marketing and Engagement
Group:	People and Performance
Date revised:	June 2025

This role charter is a broad description of the accountability and duties of an employee of Maitland City Council. The role will evolve and changeover time, in line with the changing strategic and operational requirements and outcomes of the organisation.

Council has a set of Guiding Principles that assist staff to understand the behaviours that are expected to create an organisational culture that helps our customers and people thrive.

Our Guiding Principles are:



MAKE THINGS EASY

Do the hard work to make things intuitive for everyone.



BE WELCOMING

Care for everyone as people, not tasks or numbers.



BE OPEN MINDED

Listen to each other and work together to find solutions.



KEEP YOUR PROMISES

Follow through on your commitments to everyone.



LOOK OUT FOR ME

Thoughtfully anticipate what will make our days go smoother.

Primary Purpose

To contribute to the development and implementation of Maitland City Council's Communication and Engagement Strategy and associated actions by coordinating engagement activities that facilitate ongoing conversations with Maitland's community.

To support, through the provision of professional advice and services, the embedding of community engagement best practice across all levels of the organisation to ensure the Maitland community is engaged and contributing to strategy development, decision making, and corporate goals as outlined in the Community Strategic Plan.

Core Accountabilities

1. Contribute to the support, development and implementation of the Communication and Engagement Strategy including the development and delivery of engagement actions to ensure consistent application across the organisation.
2. Develop, design, and implement engagement activities underpinned by community engagement best practices principles aimed at facilitating an ongoing conversation with Maitland's community.
3. Provide contemporary, high-quality advice and assistance on engagement planning and techniques to all service areas of Council, ensuring a holistic and contemporary approach to community engagement.
4. Identify emerging critical issues and develop and implement issues management strategies in conjunction with Council stakeholders and partners.
5. Monitor, maintain, and present coherent data that is generated through engagement opportunities on a regular and ad hoc basis.
6. Conduct analysis and interpretation of engagement outcomes data, along with utilising innovative research and data technologies to produce high quality reports and recommendations to assist decision-making.
7. Develop and maintain productive and professional relationships with key stakeholders to facilitate effective collaboration and achievement of goals.

The incumbent is to behave in alignment with Council's Guiding Principles, comply with the organisations policies and procedures and undertake training and development.

Essential Criteria

1. Tertiary qualifications in community engagement, business, social sciences, communication or related discipline, or an equivalent combination of contemporary experience and/or education/training.
2. Contemporary industry knowledge and demonstrated experience in community engagement techniques, and ability to select appropriate methods for different engagement requirements.
3. Excellent written and verbal communication skills, including an ability to influence others, develop engagement plans, and prepare content to effectively engage a range of stakeholder groups at all levels.
4. Demonstrated ability in monitoring, analysing, interpreting, and presenting coherent data from a range of different engagement sources that can be used to communicate individual engagement outcomes, and broadly for organisational strategic planning.
5. Demonstrated ability to foster partnerships and create cooperating working relationships with key stakeholders, external groups and community members.
6. Project management skills, from planning through to implementing and delivery.

7. High level computer skills, particularly database management and statistical analysis software.
8. Ability to work outside of normal working hours to facilitate engagement activities as required.

Desirable Criteria

1. IAP2 Engagement Essential training.
2. Relevant experience in the local government context.
3. Experience with Power BI or similar data software.
4. Experience with using a consultation platform.
5. Class C Drivers Licence

Date:

Agreed:

Employee Name

Employee signature