



Murrindindi
Shire Council

Position Description

**Project Officer -
Kerbside Reform**

Professionalism Integrity Accountability Empathy



Murrindindi 2030 Vision

We are sustainable, vibrant and resilient.

We focus on growing our business opportunities.

Our communities are safe and connected, enjoying a healthy and productive lifestyle within our wonderful natural environment.

POSITION TITLE

Project Officer - Kerbside Reform

JOB NUMBER

552

CLASSIFICATION

Murrindindi Council Enterprise Agreement
Band 6

GROUP

Assets & Environment

DEPARTMENT

Sustainability & Assets

APPROVED BY

Director Assets & Environment

DATE

March 2023

Position Overview and Objective

The Project Officer - Kerbside Reform will play a key role in the implementation of Council's kerbside transition to a four-bin kerbside waste and recycling collection service.

The role sits within the Waste Management Team and will work closely with Council's Community Engagement and Communications teams, kerbside collection and receival contractors and community stakeholders to facilitate a smooth transition to a four-bin Kerbside collection system.

The role will oversee the development and delivery of engagement and education strategies and programs to ensure our community is aware of and engaged in the process of kerbside reform. Support for logistical implementation of the kerbside reform is also part of the role.

This role requires a strategic thinker with demonstrated skills in the fields of communication, engagement and project management, and a passion for environmental sustainability.

This is a 2-year contract position that will see the full arc of the implementation of the kerbside reform in Murrindindi.

Key Responsibilities

- Development of strategic documents to enable delivery of a comprehensive campaign of education and engagement on the topic of the kerbside reform, including:
 - Communications strategy.
 - Engagement strategy.
 - Education strategy and programs.
- Create a wide range of communication materials to educate the public about the reform of kerbside services, including but not limited to press releases, newsletters, website content, social media posts, brochures, and other promotional materials.
- Engage ratepayers and community organisations to promote awareness and understanding of kerbside collection service and the kerbside reform process. Conduct public presentations, workshops, and events to educate and involve stakeholders in the transition process.
- Collaborate with internal and external stakeholders, including waste management agencies, local environmental groups, and residents, to ensure effective implementation of the campaign.
- Monitor and evaluate the effectiveness of the campaign, adjusting strategies as necessary to maximise reach and impact.
- Bin Inspection Program Implementation:
 - Develop and implement a Kerbside bin inspection program to identify and address contamination and encourage adherence to recycling guidelines.
 - Establish inspection protocols in conjunction with Waste and Resource Recovery Officer.
 - oversee any required communications plan based on audit results.
- Stay updated on state and national waste management regulations and ensure that the kerbside transition program complies with applicable legislation, regulations and guidelines Continuous Improvement: Identify areas for improvement in the kerbside transition program and suggest innovative solutions to enhance efficiency and effectiveness of the transition to the four bin system. Stay informed about emerging trends and technologies in waste management to drive continuous improvement initiatives.
- Participate in planning and logistical aspects of the kerbside transition project to ensure smooth project execution and timely completion of milestones.

Organisational Relationship

Reports to:	Coordinator Waste Management
Supervises:	Supporting consultants as required
Internal Relationships:	Communications Team Community Engagement Team
External Relationships:	Current and future kerbside collection and processing contractors

Key Selection Criteria

- Proven experience in managing community education, communications or engagement initiatives, preferably in a local government or environmental context.
- Demonstrated ability to plan and execute effective community outreach strategies to engage residents and businesses in waste management programs.
- Proficient in using digital communications tools and platforms including social media, content management systems, and email marketing software.
- Experience in organizing public meetings, workshops, and events to promote awareness and participation.
- Excellent written and verbal communication skills with the ability to convey complex information in an accessible and engaging way as well as demonstrated experience in writing plans, strategies or similar documents.
- Experience in the procurement of and management of contractors to provide services to support the rollout of an education or engagement program.
- An understanding of waste management principles is desirable, including waste sorting, recycling systems, and sustainable waste disposal methods. Ability to apply this knowledge to develop an effective kerbside transition program.
- Tertiary qualifications in Environmental Science, Communications, or related discipline or relevant industry experience (minimum 5 years) are desirable.

Essential Position Requirements

The following section outlines requirements specific to this job.

Enterprise Agreement Ordinary Hours and Days Clause 16.2	"All" employee
Drivers Licence / Ability to travel	Required to enable travel to different sites (including within and outside the municipality) to undertake the requirements of the role
Physical Requirements	Physical requirement associated with an office based role
Psychological Requirements	All roles at Council have a public accountability and at times will be required to meet specified deadlines, general workload and completion demands and deal with some change that may be beyond the individual's personal control.
Checks	<p>Police / Criminal Record Check Yes – on commencement and during employment by self-disclosure obligation.</p> <p>Evidence of rights to work in Australia Required</p> <p>Working with Children Check Required to perform role due to direct work with children</p> <p>COVID Vaccination In accordance with Council policy</p>
Matters relevant to the above checks	Deals directly with members of the public
Information Technology Literacy	Well-developed knowledge and experience in computer literacy, using Microsoft Suite and other computer programs relevant to the position.
Work location conditions	Hybrid - In accordance with Flexible Work Policy
Outside ordinary hours of work	Ad hoc requirement for outside business hour or after hour work in accordance with business needs
Qualifications / Registrations / Licences / Memberships	As per key selection criteria

Band 6

Accountability and extent of authority	<ul style="list-style-type: none"> • Develop resources including plans and collateral in accordance with Council's policies and processes to facilitate a communications and education campaign. • Provide input into the development of policy • Where supervising resources, follow clear objectives and/or budgets with frequent prior consultation with more senior employees and regular reporting to ensure goals and objectives are met. • Make decisions and act in regard to the quality or cost of the programs and projects being managed. • Where providing specialist advice to clients or to regulate clients, adhere to regulations and policies and regular supervision. The effect of decisions and actions may be significant but it is usually subject to appeal or review by more senior employees. • Provide formal input into policy development within area of expertise and/or management. • If the role is primarily involved in policy development, then work will include investigation and analysis with ability to act prescribed by a more senior position. The quality of the output can have a significant effect on the process of policy development.
Judgment and decision making	<ul style="list-style-type: none"> • Undertake specialised work with methods, procedures and processes developed from theory or precedent. • Improve and/or develop methods and techniques based on previous experience. Solve problems by applying these techniques to new situations. Guidance and advice are usually available. • Able to quickly absorb complex and sensitive information, identify potential issues and opportunities and recommend appropriate communication solutions. • Able to prioritise workload and make clear decisions pertaining to tasks to be completed. • Able to pro-actively identify issues or trends for escalation within the team or to other parts of the organisation.
Specialist knowledge and skills	<ul style="list-style-type: none"> • Excellent knowledge of contemporary communication and engagement trends, principles and techniques • Experience delivering end-to-end strategies, campaigns and projects. • Creative copywriting skills and ability to source and adapt content for a range of traditional and digital media channels. • Strong understanding of media operating environments as well as an ability to write in a variety of news styles for different audiences and publications. • Ability to simplify complex information and concepts for use in a range of print and digital mediums for a range of audiences and interests. • Familiarity with e-newsletter production, social media content management tools and web content management systems. • Working knowledge of Adobe Creative Suite for photography, basic video production and basic publication and design layout, along with intermediate photography and videography skills • Experience with Microsoft Office suite and ability to quickly learn new systems and tools with minimal guidance.
Management skills	<ul style="list-style-type: none"> • Manage time, set priorities and plan and organise own work and that of supervised employees to achieve set and specific objectives.

	<ul style="list-style-type: none"> • Set objectives in the most efficient way possible within the resources available and within a set timetable. • Understand and implement basic human resource policies and practices including those related to equal employment opportunity, occupational health and safety and employees training and development.
Inter-personal skills	<ul style="list-style-type: none"> • Gain co-operation and assistance from clients, members of the public and other employees in the administration of defined activities and in the supervision of other employees where appropriate. • Liaise with counterparts in other organisations to discuss specialist matters and with other employees in other functions in their own organisation to resolve intra-organisational problems.
Qualifications and experience	<ul style="list-style-type: none"> • A degree and experience or equivalent substantial experience in either waste management or environmental science or similar, or journalism, or communications or similar. • Demonstrated experience in the development and implementation of education programs related to waste and resource recovery and/or environmental management. • Proven ability to develop and implement effective and engaging communication plans and to develop editorial calendars to support organisational objectives and priorities. • Well-developed skills in the production of copy and collateral to a high standard for multiple audiences and channels in tight timeframes.

Murrindindi Shire Council acknowledges that Murrindindi Shire exists on Taungurung and Wurundjeri Woi-wurrung Country.

We hereby express our respect for the Taungurung people and the Wurundjeri Woi-wurrung people of the Kulin Nation as the Traditional Owners of the land that encompasses Murrindindi Shire.

Organisational Responsibilities

Code of Conduct - comply with and foster an environment where every employee can consistently meet the standards of behaviour that are outlined in the Code of Conduct. Report and address matters or concerns in a timely and appropriate manner.

Values – demonstrate and model Council’s values in all aspects of your role. These values are Professionalism, Integrity, Accountability and Empathy.

Customer Service – deliver excellent service at all levels including internal and external service delivery. Engage with customers and meet community expectations in ways that foster a positive experience and deliver services using simplified but effective processes.

Diversity, Equity and Inclusion – create a psychologically safe culture where everyone feels respected, heard, included and free to speak up.

Safeguarding children, young people and vulnerable community members – promote safeguarding actions, model expected behaviours, speak up and act, and foster communities that are safe and free from violence.

Workplace Health, Safety and Wellbeing – model and set expectations to ensure safe work practice and methods for all. Follow OHS policies and procedures, immediately report and take appropriate action regarding all hazards and incidents. Work in a manner that is safe for you or all others. Use personal protective equipment clothing or equipment (PPE), reduce risks and only perform safe tasks for which you are capable, competent, appropriately trained and where applicable licenced.

Environment & Sustainability – Champion sustainability and make associated behaviour changes that foster environmental protection and sustainability in all that Council does. Create positive impacts on the environment, including energy and water efficiency, recycling and avoiding waste, zero carbon transport and sustainable procurement.



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