

# MELBOURNE WATER POSITION DESCRIPTION

## Communications & Engagement Lead

REPORTS TO:	DIRECT REPORTS AND TEAM SIZE:
Team Leader, Business Communications and Engagement	1-5 Direct Reports (depending on resourcing requirements).  Supervises contractors/consultants as required for projects.
THIS ROLE EXISTS TO: (PURPOSE)	
The Communications and Engagement Lead is responsible for implementing 'next generation' communications and engagement strategies, and program leadership for complex projects and business strategies delivered by Melbourne Water. The Communications and Engagement Lead will be responsible for a Melbourne Water Service Portfolio ensuring strategic forward planning, consistent engagement approach and common language for projects and works associated with Sewerage, Water, Waterways, Flooding and Drainage and critical engagement services for major project planning and delivery as well as industry leadership and relationship management.	
KEY ACCOUNTABILITIES:	
<ul style="list-style-type: none"> <li>• Develop annual portfolio forward plan and associated communications and engagement resourcing needs, strategic oversight of delivery against the plan.</li> <li>• Develop, lead and evaluate integrated communication and engagement strategies (face to face and digital), plans and procedures for complex projects and business strategies being delivered across Melbourne Water service portfolio's.</li> <li>• Lead a Community of Practice, focused towards delivering Melbourne Water's Next Generation of Engagement and other associated business improvement initiatives.</li> <li>• Lead, advise and mentor Melbourne Water Communications and Engagement Advisors through complex issues resolution for projects within the assigned Service Portfolio.</li> <li>• Support program management for projects across assigned Service Portfolio</li> <li>• Develop and maintain strong strategic relationships with key project stakeholders, internal groups, industry partners and external agency officers</li> <li>• Respond to incidents, providing communication, engagement and general support and advice during and after these events.</li> <li>• Demonstrate high levels of customer service and communication skills</li> <li>• Support a Generative Safety Culture through identification and reporting and management of hazards and active involvement in improvement initiatives.</li> </ul>	
KEY RESPONSIBILITIES	KPIs
<p><b>Lead and Develop People</b></p> <ul style="list-style-type: none"> <li>• Effectively lead and develop team members the Engagement Advisor roles, ensuring optimum employee performance and delivery of team priorities including:             <ul style="list-style-type: none"> <li>○ Establishing and supporting an open and honest working environment for employees fostering collaboration and teamwork and understanding of job alignment to team priorities</li> <li>○ Building knowledge and capability to deliver on customer and team priorities</li> <li>○ Promoting safety and wellbeing for all employees</li> <li>○ Actively manage team and individual performance and career/personal development</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Positive feedback from stakeholders at all levels</li> <li>• All direct reports have a performance and development plan</li> <li>• Employee Culture and Engagement survey results</li> <li>• Delegation and delivery against work plan priorities</li> </ul>

Job level: Hay 16

Assessed by: P&C

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<ul style="list-style-type: none"> <li>○ Effective delegation of work priorities in accordance with skills, experience and development goals of team members</li> <li>○ Role modelling Melbourne Water's values, leadership capabilities and constructive behaviours.</li> </ul>	
<p><b>Stakeholder Engagement / Community Relations</b></p> <ul style="list-style-type: none"> <li>• Develop, lead and evaluate communication and engagement strategies, plans and procedures for complex projects being delivered by Melbourne Water, consistent with our Next Generation Engagement Approach.</li> <li>• Deliver innovative engagement activities which invite public participation throughout the delivery of Melbourne Water projects, activities, strategies and complex issues</li> <li>• Provide advice, support and coaching for internal engagement advisors and contractors on managing complex and sensitive issues, supporting a customer centric and next generation engagement approach</li> <li>• Measure and evaluate communications and engagement activities against strategy objectives</li> <li>• Provide regular reports on community consultation activities and monitor and advice on emerging consultation issues.</li> <li>• Apply strong risk awareness and management strategies with regards to corporate reputation</li> <li>• Facilitation of community information sessions</li> <li>• Be available to respond to incidents, providing communication and engagement support and advice during and after these events.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Independent evaluation on satisfaction with engagement</li> <li>• Feedback from internals as assessed by Manager</li> <li>• 100% response rate to external inquiries</li> </ul>
<p><b>Communication</b></p> <ul style="list-style-type: none"> <li>• Write and manage the production of a wide range of communication materials including newsletters, bulletins, display materials, social media and digital content and ensuring material is made available in languages other than English where appropriate</li> <li>• Manage communication across a service portfolio, ensuring consistency in language and alignment with the Melbourne Water Brand Narrative.</li> <li>• Writing for publications as required;</li> <li>• Writing general correspondence;</li> <li>• Preparing presentations; and</li> <li>• The production of other communications collateral as required or as directed.</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• As above</li> </ul>
<p><b>Program Management</b></p> <ul style="list-style-type: none"> <li>• Developing and implementing effective program management processes and procedures;</li> <li>• Applying project management principles to manage multiple deadlines;</li> </ul>	<ul style="list-style-type: none"> <li>• As above</li> <li>• Delivery of projects within agreed financial, budget and timeline milestones</li> </ul>

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<ul style="list-style-type: none"> <li>• Maintaining accurate project records including updating and managing the relevant project stakeholder contact databases; and</li> <li>• Providing accurate and timely information about communication activities to the project team to enable organisational reports to be produced, as required.</li> </ul>	
<p><b>Media</b></p> <ul style="list-style-type: none"> <li>• Working closely with the Media team in the creation of media responses as required;</li> <li>• Preparing draft media releases, media responses, key messages, Q&amp;A's and other communications materials; and</li> <li>• Assisting the media officer in the development and delivery of a media schedule for each project.</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback from internals as assessed by Manager</li> </ul>

### SKILLS, KNOWLEDGE AND EXPERIENCE REQUIRED:

- Experience developing and delivering proactive and innovative community engagement strategies on complex projects, business strategies or sensitive community issues.
- Exceptional emotional intelligence, advocating on behalf of the community, whilst also ensuring business objectives are met.
- Strong leadership ability, having experience managing teams or program of works.
- Exceptional social awareness and ability to quickly and creatively redesign engagement activities to meet community expectations.
- Exceptional written and verbal communication skills and an eye for detail.
- Experience working in sensitive political environments.
- Highly developed group facilitation skills
- Experienced in online engagement techniques, social media and digital content creation.
- Demonstrated experience working across the IAP2 spectrum
- Exceptional customer service standards with the ability to negotiate with the community on behalf of the organisation
- Ability to engage others and gain support and confidence of senior management and key stakeholders
- High level of project management skills with proven ability in setting priorities, meeting deadlines, managing budgets and keeping accurate records to enable project reporting
- Proven ability to deliver projects on time and to a budget
- Demonstrated understanding of the media and media relations.

### KEY RELATIONSHIPS:

All Melbourne Water employees are responsible for managing aspects of our customer/stakeholder relationships and service interactions, and will work proactively to deliver a consistent customer experience.

#### INTERNAL

- All business groups
- Contractors / service providers

#### EXTERNAL

- Government departments, agencies and authorities
- Local government
- Staff of Members of Parliament

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- Community groups and residence
- Local trader groups
- Peak bodies
- Water retailers
- Private sector

### **SALARY RANGE:**

- Melbourne Water reserves the right to remunerate people according to their ability to perform the functions of the role based on their qualifications, skills and experience.

### **OTHER COMMENTS:**

This role requires the following:

- Previous IAP2 training preferred
- A relevant tertiary degree (eg Communications, Business, Marketing, Science and Engineering)

Location: Based at 990 La Trobe Street, Melbourne 3008. Will require frequent travel to capital project locations and other MW operational sites.