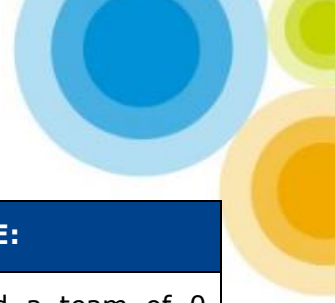


# MELBOURNE WATER POSITION DESCRIPTION

## Strategic Relationships & Customer Segments Manager



REPORTS TO:	DIRECT REPORTS AND TEAM SIZE:
Team Leader, Strategic Relationships	This role has 0 direct reports, and a team of 0 employees.

### THIS ROLE EXISTS TO: (PURPOSE)

This role is a senior manager in Melbourne Water’s Strategic Relationships team. The team exists to ensure Melbourne Water understands, responds to and influences customers and our authorising environment in order to achieve our own and our customers’ strategic outcomes. We do this by working across the business to elevate strategic relationships and influencing, through strategic insights and advice to senior leaders in the business, and advocacy for customer and uplift of customer capabilities.

Key objectives of the team are to work with the business, Leadership Team and Board to:

- Effectively manage key strategic customer and stakeholder relationships
- Build Melbourne Water’s influence on key strategic priorities and goals, including development and utilisation of our Influencing Framework.
- Enhance customer satisfaction and the reputation of Melbourne Water with State Government, Water Retailers, Local Government, Developers and Industry Leaders.
- Co-ordinate and contribute to key executive meetings to ensure Melbourne Water builds relationships and influence – this includes at Board and Leadership Team level
- Leverage Melbourne Water’s key relationships to deliver business outcomes
- Build Melbourne Water’s political acumen, capability and accountability for relationship management across the business
- Ensure that Melbourne Water has a say on decisions that impact our business, and position Melbourne Water as a leader and key collaborator in the water sector
- Leverage government and industry commitments and processes to achieve Melbourne Water’s business outcomes
- Ensure that Melbourne Water is well informed about business and policy opportunities
- Lead overarching customer segment management approach, including Relationship Management Framework and customer segment planning
- Lead the development and implementation of the State Government, Water Retailers, Local Government, Developer and Industry Leaders segment planning and organisational approach

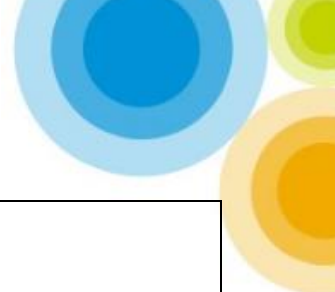
This role is a Senior Manager within the Corporate Strategy and Policy team and the broader Customer and Strategy business group and will:

- Support effective leadership of the Corporate Strategy and Policy team by contributing to the team’s overall performance, demonstrating collaboration with colleagues in resolving issues and allocating resources and effort to priority areas.
- Role model constructive collaborative behaviours for self and the team to ensure the Corporate Strategy & Policy team delivers high quality outcomes and performance commensurate with the expectations of the Leadership Team.
- Support, create and champion opportunities to encourage diversity of thinking, ideas and approaches.
- Build networks and partnerships across the business and with external customers and stakeholders.
- Take intelligent risks in order to pursue innovative ideas.

Job level: Hay 16  
Assessed by: P&C  
Date Assessed: April 2022  
Last reviewed date:

# MELBOURNE WATER POSITION DESCRIPTION

## Strategic Relationships & Customer Segments Manager



- Facilitate a performance and delivery culture and a 'can do' attitude in others

### KEY ACCOUNTABILITIES:

- Work with key leaders, group managers and SMEs to manage key strategic relationships with our delivery partners, regulators, customers and stakeholders
- Continue to develop and deliver Melbourne Water's influencing objectives with and through key relationships as they relate to key strategic business priorities and goals
- Co-ordinate and contribute to key executive meetings to ensure Melbourne Water builds relationships and influence – this includes Board and Leadership Team level briefings
- Leverage Melbourne Water's key relationships to deliver business outcomes
- Lead the continued development of Melbourne Water's political acumen, capability and accountability of relationship management across the business
- Manage and continued evolution of the overarching customer segment management approach, including Relationship Management Framework and customer segment planning and prioritisation
- Part of a team that leads the development and implementation of the State Government, Water Retailers, Local Government, Developer and Industry Leaders segment planning and organisational approach
- Taking care of own and colleagues Health and Safety through identification and reporting of hazards and active involvement in improvement initiatives

### KEY RESPONSIBILITIES

#### Strategic Relationships

- Strategic relationships planning for key customers and delivery partners, including State Government, Water Retailers, Local Government, Developers and Industry Leaders across the sector
- Build, strengthen and maintain key external relationships, either directly or through others including our leaders to support the achievement of the Strategic Direction
- Build strong relationships with internal stakeholders, providing expert strategic advice/guidance as required around relationship management and alignment with business objectives
- Provide support and advice on key strategic relationships to senior leaders including the Managing Director
- Identify key influencers and decision makers across State Government, Water Retailers, Local Government, Developers and Industry Leaders
- Support regular internal and external meetings and events, through regular briefings and preparation of other materials including briefing notes and MDs Report

### KPIs

- Reputation survey results and associated targets
- Customer Satisfaction by Service survey results
- Stakeholder mapping
- Executive Briefings

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# MELBOURNE WATER POSITION DESCRIPTION

## Strategic Relationships & Customer Segments Manager

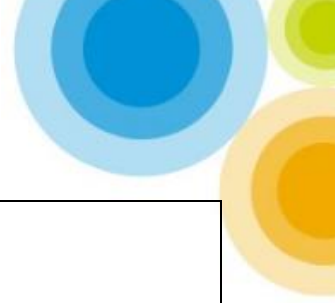


<p><b>Customer Advocacy</b></p> <ul style="list-style-type: none"> <li>• Lead segment management for State Government, Water Retailers, Local Government, Developers and Industry Leadership, including development of Melbourne Water’s overarching approach to managing relationships with these delivery partners, strategic partners and customers</li> <li>• Provide strategic customer-focused insights through understanding and analysis of the customer operating environment</li> <li>• Work with the Customer Strategy &amp; Insights team and the business to drive improved customer outcomes through reputation and satisfaction uplift across segments</li> <li>• Work closely with the Customer Focus team to ensure customer approach aligns with the Customer and Community Policy and Customer and Community Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Segment Management Plans developed and delivered</li> <li>• Reputation score</li> <li>• Customer Satisfaction by Service survey results</li> <li>• Executive Briefings</li> <li>•</li> </ul>
<p><b>Strategic Influencing</b></p> <ul style="list-style-type: none"> <li>• Support the business through adoption of MW’s influencing approach to build trusting relationships with Government and Influencers to support the achievement of the Strategic Direction</li> <li>• Provide strategic advice and guidance on influencing, including when and where influencing is needed and how to plan and implement it</li> <li>• Work with Leadership Team and Board to develop, deliver and evolve Melbourne Water’s strategic approach to influencing</li> <li>• Work with teams across Melbourne Water to develop influencing plans for Melbourne Water’s key priorities</li> <li>• Roll out the Influencing Framework across Melbourne Water and support its implementation</li> <li>• Represent MW in relevant forums to positively influence outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Influencing plans</li> <li>• Alignment with key instruments</li> </ul>
<p><b>Customer Capabilities</b></p> <ul style="list-style-type: none"> <li>• Support business-wide capability uplift and culture change around customers, relationship management and influencing</li> <li>• Assist the delivery of Learning Organisation objectives through involvement in customer focus core capability development – includes customer segmentation, relationship management and strategic influencing</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback from business engagement</li> <li>• Understanding and capability in customer focused thinking</li> <li>• Adoption of digital tools supporting strategic relationships and customer focused thinking</li> </ul>

Job level: Hay 16  
 Assessed by: P&C  
 Date Assessed: April 2022  
 Last reviewed date:

# MELBOURNE WATER POSITION DESCRIPTION

## Strategic Relationships & Customer Segments Manager



<ul style="list-style-type: none"><li>• Promote the active use of Strategic Relationship Management (SRM) tool amongst our people and optimise its output</li><li>• Provide support to the SRM tool development, including involvement in product testing and internal advocacy</li></ul>	
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### SKILLS, KNOWLEDGE AND EXPERIENCE REQUIRED:

- Advanced stakeholder communication and engagement skills, adapted to a customer centric approach
- Demonstrated ability to build and maintain strong customer and stakeholder relationships
- Proven experience in effectively leading others to deliver program priorities and targets
- Competent in advocacy and facilitation
- Demonstrated ability to identify, innovate and unlock value for our customers
- Capability to influence and lead external and internal stakeholders
- Extensive experience working in government roles or roles associated with government
- Experience in the water industry and highly developed networks desirable
- A strong understanding of political, policy and/or regulatory processes
- Ability to influence and advocate on an issue in a non-partisan manner
- Proven judgment working in a corporate environment with complexity and ambiguity
- Capacity to work under pressure and to tight deadlines
- Ability to work with senior executives and Board
- Ability to influence all levels in the organisation and be able to build excellent working relationships across the business

### 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

- Executive Leadership Team, including Managing Director, General Managers and our Board
- All Melbourne Water business groups in delivering on customer priorities and relationship management.

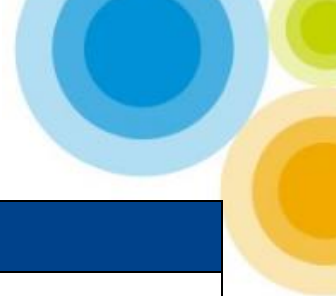
#### External

- A wide range of external stakeholders, including all levels of government, retailers, councils, industry and sector advocates and developers

Job level: Hay 16  
Assessed by: P&C  
Date Assessed: April 2022  
Last reviewed date:

# MELBOURNE WATER POSITION DESCRIPTION

Strategic Relationships & Customer Segments Manager



## SALARY RANGE:

- Hay Grade 16
- 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:

- Relevant Tertiary Qualification in Business Administration, Political & Government Affairs or equivalent
- Criminal Records Check

Location: Hybrid agreement (990 La Trobe Street, Melbourne 3008 & Working from Home)

Job level: Hay 16  
Assessed by: P&C  
Date Assessed: April 2022  
Last reviewed date: