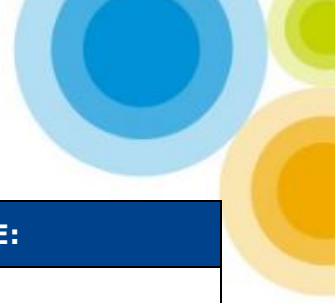


MELBOURNE WATER POSITION DESCRIPTION

OFFICIAL

Communications & Engagement Advisor



REPORTS TO:	DIRECT REPORTS AND TEAM SIZE:
Communications & Engagement Manager	This role has 0 direct reports.
THIS ROLE EXISTS TO: (PURPOSE)	
<ul style="list-style-type: none"> • Develop, influence and lead proactive communications and engagement initiatives, putting Melbourne’s diverse community at the heart of our decision making and the delivery of our services. • Identify and implement continuous improvement opportunities to improve stakeholder relationships and community engagement practice and team effectiveness. • Develop strong internal and external relationships. • Deliver specialist engagement and stakeholder communications content, support and direction to Melbourne Water teams • Drive Melbourne Water’s Next Generation Community Engagement approach across Melbourne Water and our service providers to ensure a customer centric approach to project delivery. 	
KEY ACCOUNTABILITIES:	
<ul style="list-style-type: none"> • Plan and deliver effective communications and engagement across Melbourne Water service portfolio’s, including but not limited to, the development, leadership and evaluation of integrated communication and engagement strategies (face to face and digital), plans, procedures and improvements for complex projects, processes and business strategies. • Deliver consultation activities including stakeholder engagement activities, facilitation of community information sessions, door-knocking, digital engagement approaches and associated consultation and engagement materials • Work with C&E Managers to continuously improve the systems and processes the Communications and Engagement team depend on to work effectively • Understand planning and statutory approvals to provide advice and support to project managers • Provide advice and support to internal groups and delivery partners on managing complex and sensitive issues • Develop strong relationships with key customers and stakeholders, including internal project managers and agency officers • Responding to incidents, providing communication, engagement and general media support and advice during and after these events. • Demonstrate high levels of customer service • Taking care of own and colleagues Health and Safety through identification and reporting of hazards and active involvement in improvement initiatives. 	
KEY RESPONSIBILITIES	KPIs
Stakeholder Engagement / Community Relations <ul style="list-style-type: none"> • Develop, prepare, implement and evaluate community engagement strategies, plans and procedures for projects and issues which is consistent with Melbourne Water’s Next Generation Engagement approach • Deliver traditional engagement activities including community information sessions, site walks, door 	<ul style="list-style-type: none"> • Independent evaluation on satisfaction with engagement • Independent evaluation on satisfaction with interaction • Feedback from internals as assessed by Manager • 100% response rate to external inquiries

Job level: EA 7

Assessed by: People Hub

Date Assessed: May 2019

Last reviewed date: September 2024

HR TEM Position Description

Doc ID: 67591670

Approved March 2024

Version 1



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Communications & Engagement Advisor

<p>knocks, communication materials and digital approaches;</p> <ul style="list-style-type: none"> • Identify innovative methods to improve engagement practices through digital or social media channels. • Where identified, lead continuous improvements through agreed projects for greater efficiency and effectiveness • Provide advice, support and coaching to internal customer groups on managing complex and sensitive issues to support embedding customer centric and stakeholder engagement practices within the business; • Measure and evaluate communications and engagement activities against strategy objectives; and • Provide regular reports on community consultation activities and monitor and advice on emerging consultation issues. • Be available to respond to incidents, providing communication and engagement support and advice during and after these events. 	
<p>Communication</p> <ul style="list-style-type: none"> • Create and manage communication content which is clear and consistent with Melbourne Water’s Brand Narrative and Style Guide. • 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 • Writing for publications as required; • Development of web content and strategies; • Writing general correspondence; • Preparing presentations; and • The production of other communications collateral as required or as directed. 	<ul style="list-style-type: none"> • As above
<p>Project Management</p> <ul style="list-style-type: none"> • Develop and implement effective project management processes and procedures across a range of projects and processes, internal and external; • Applying project management principles to manage multiple deadlines; • Maintaining accurate project records including updating and managing the relevant project stakeholder contact databases; and • Providing accurate and timely information about communication activities to the project team to enable organisational reports to be produced, as required. 	<ul style="list-style-type: none"> • As above • Delivery of projects within agreed financial, budget and timeline milestones

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Media <ul style="list-style-type: none">• Work closely with the Media team in the creation of media responses as required;• Preparing draft media releases, media responses, speeches, and other communications materials; and• Assisting the media officer in the development and delivery of a media schedule for each project.	<ul style="list-style-type: none">• Feedback from internal stakeholders as assessed by Manager
Stakeholder Management <ul style="list-style-type: none">• Work with local and state government stakeholders around sensitive projects.• Develop and maintain key external relationships to ensure smooth delivery of critical projects.	<ul style="list-style-type: none">• Feedback from internal and external stakeholders as assessed by Manager

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

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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:

- A relevant tertiary degree (e.g. Communications, Public Relations, Business, Marketing and Media)
- Experience and expertise gained through stakeholder engagement and communications projects and work experience

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