

# MELBOURNE WATER POSITION DESCRIPTION

OFFICIAL

## Communications & Engagement Advisor

REPORTS TO:	DIRECT REPORTS AND TEAM SIZE:
Strategic Communications and Engagement Manager	This role has 0 direct reports.
THIS ROLE EXISTS TO: (PURPOSE)	
<ul style="list-style-type: none"> <li>• 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.</li> <li>• Deliver specialist engagement and stakeholder communications content, support and direction to Melbourne Water teams</li> <li>• 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.</li> <li>• Identify and implement continuous improvement opportunities to improve stakeholder relationships and community engagement practice.</li> <li>• Develop strong internal and external relationships.</li> </ul>	
KEY ACCOUNTABILITIES:	
<ul style="list-style-type: none"> <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 by across Melbourne Water service portfolio’s.</li> <li>• Deliver consultation activities including stakeholder engagement activities, facilitation of community information sessions, door-knocking, digital engagement approaches and associated consultation and engagement materials</li> <li>• Support a Community of Practice, focused towards delivering Melbourne Water’s Next Generation of Engagement and other associated business improvement initiatives.</li> <li>• Understand planning and statutory approvals to provide advice and support to project managers</li> <li>• Provide advice and support to internal groups and delivery partners on managing complex and sensitive issues</li> <li>• Develop strong relationships with key customers and stakeholders, including internal project managers and agency officers</li> <li>• Responding to incidents, providing communication, engagement and general media support and advice during and after these events.</li> <li>• Demonstrate high levels of customer service</li> <li>• Taking care of own and colleagues Health and Safety through identification and reporting of hazards and active involvement in improvement initiatives.</li> </ul>	
KEY RESPONSIBILITIES	KPIs
<p><b>Stakeholder Engagement / Community Relations</b></p> <ul style="list-style-type: none"> <li>• 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</li> <li>• Deliver traditional engagement activities including community information sessions, site walks, door knocks, communication materials and digital approaches;</li> <li>• Identify innovative methods to improve engagement practices through digital or social media channels.</li> <li>• Provide advice, support and coaching to internal customer groups on managing complex and sensitive</li> </ul>	<ul style="list-style-type: none"> <li>• Independent evaluation on satisfaction with engagement</li> <li>• Independent evaluation on satisfaction with interaction</li> <li>• Feedback from internals as assessed by Manager</li> <li>• 100% response rate to external inquiries</li> </ul>

Job level: EA 7  
 Assessed by: P&C  
 Date Assessed: May 2019  
 Last reviewed date: November 2021

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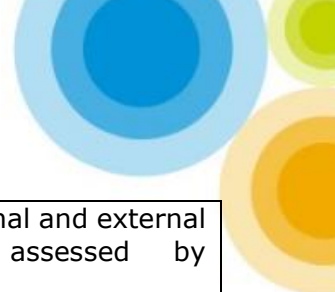
<p>issues to support embedding customer centric and stakeholder engagement practices within the business;</p> <ul style="list-style-type: none"> <li>• Measure and evaluate communications and engagement activities against strategy objectives; and</li> <li>• Provide regular reports on community consultation activities and monitor and advice on emerging consultation issues.</li> <li>• Be available to respond to incidents, providing communication and engagement support and advice during and after these events.</li> </ul>	
<p><b>Communication</b></p> <ul style="list-style-type: none"> <li>• Create and manage communication content which is clear and consistent with Melbourne Water’s Brand Narrative and Style Guide.</li> <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>• Writing for publications as required;</li> <li>• Development of web content and strategies;</li> <li>• Writing general correspondence;</li> <li>• Preparing presentations; and</li> <li>• The production of other communications collateral as required or as directed.</li> </ul>	<ul style="list-style-type: none"> <li>• As above</li> </ul>
<p><b>Project Management</b></p> <ul style="list-style-type: none"> <li>• Developing and implementing effective project management processes and procedures;</li> <li>• Applying project management principles to manage multiple deadlines;</li> <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>	<ul style="list-style-type: none"> <li>• As above</li> <li>• Delivery of projects within agreed financial, budget and timeline milestones</li> </ul>
<p><b>Media</b></p> <ul style="list-style-type: none"> <li>• Work closely with the Media team in the creation of media responses as required;</li> <li>• Preparing draft media releases, media responses, speeches, 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 internal stakeholders as assessed by Manager</li> </ul>

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## Communications & Engagement Advisor



### Stakeholder Management

- Work with local and state government stakeholders around sensitive projects.
- Develop and maintain key external relationships to ensure smooth delivery of critical projects.
- 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.

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