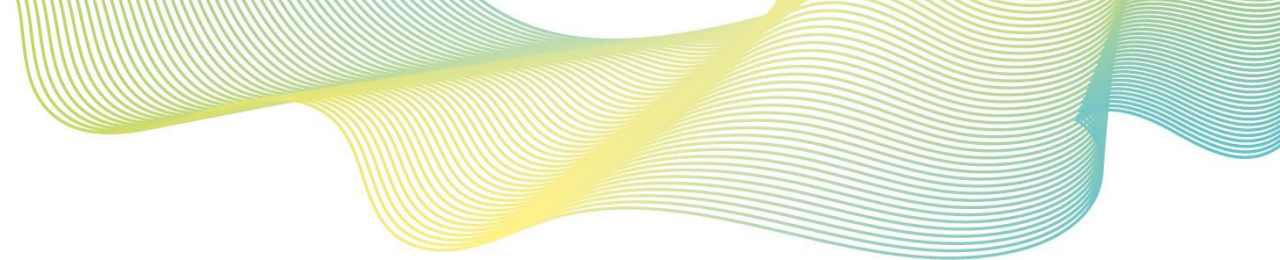


Ready to challenge yourself?

At Hydro Tasmania, we're leaders in renewable energy, powering Australia with clean hydropower. We really care about making a difference for better, but it's a big job and we can't do it alone. Which is where you come in.

A career with us will support you to be the best you can be with open working relationships, genuine opportunity to try things your way and unwavering commitment to excellence.

Together we'll make a difference.



Position Description: **Media and Communications Advisor**

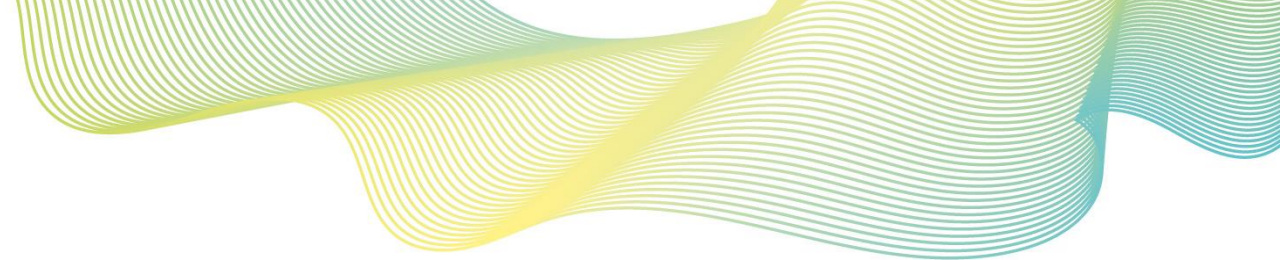
Role Overview

- **Position Classification:** HT4
- **Number of Direct Reports:** NIL
- **Team, Business Area:** Communications and Stakeholder Relations, People Enablement
- **Immediate Manager:** Manager Communications
- **Manager-One-Removed:** Head of Communications and Stakeholder Relations

Role Purpose

The Media and Communications Advisor leads Hydro Tasmania's media engagement. They are the first port of call for journalists and responsible for building effective relationships with the media to generate awareness and understanding of our work. They manage daily reactive media enquiries, provide expert advice to senior leaders and identify proactive media opportunities. Working across a range of internal and external channels, the Media and Communications Advisor generates content that educates, engages and inspires.

The role is required to be available outside of normal working hours to participate in a roster to manage media enquiries.



Position Description: Media and Communications Advisor

Role Accountabilities

Strategy Execution (customer, community and stakeholders)

- Oversee a media engagement strategy that effectively positions Hydro Tasmania as a leader in Australia's transition to renewable energy and articulate the case for Battery of the Nation.

Financial (budget expenditure, revenue, profit targets, etc)

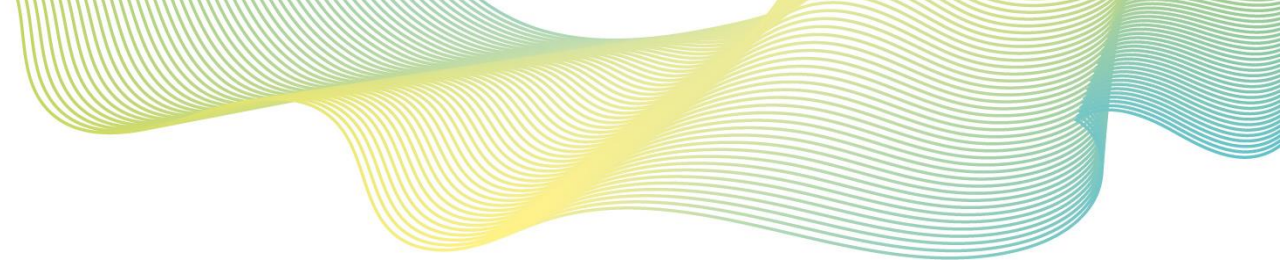
- N/A.

Leadership and Organisation

- Build capability among senior leaders and spokespeople in handling media interviews.
- Help build and protect Hydro Tasmania's reputation.
- Maintain strong relationships with relevant journalists, as well as other internal and external stakeholders.

Technical

- Plan and oversee targeted media activities to raise Hydro Tasmania's profile and generate awareness.
- Manage integrated internal and external communication plans for identified projects or issues.
- Produce and tailor high quality content for a range of audiences across multiple channels (internal and external), including media releases, blogs, opinion pieces, feature articles, internal news stories and social media posts.
- Identify and execute proactive media opportunities.
- Identify and manage potential reputational issues and respond to media issues as they arise.
- Provide expert media advice and support spokespeople, through training, preparation of speaking notes and advice.
- Monitor relevant media and share insights.



Position Description: **Media and Communications Advisor**

- Develop strong relationships with journalists and other key internal and external stakeholders including subject matter experts, government media office and legal counsel.
- Act as a spokesperson for the business, if required.
- Participate in an on-call media roster.
- Support other team members, providing quality communications advice and content, when needed.

Position Description: **Media and Communications Advisor**

Candidate Attributes

Technical Skills and Qualifications

- Tertiary qualification or equivalent in communications, or significant experience in media, communications, and issues management.

Experience

- Demonstrated experience managing complex media issues in a fast paced environment.
- Demonstrated experience creating engaging, accurate content across multiple channels.

Capabilities

- Excellent verbal, written, and interpersonal communications skills, including the ability to build effective working relationships.
- Proficient IT skills across Microsoft Office suite.
- Ability to tailor content for different audiences and channels and to create simple, engaging content about complex issues.

- Proven ability to plan, schedule, and manage time and conflicting priorities to meet business requirements.
- Ability to work as part of a team, working collaboratively to solve complex problems.

Desirable

- Experience as a journalist / producer.
- Ability to produce audio, video, and photographic assets.

Change Mindset

- You identify and implement opportunities for continuous improvement/Lean initiatives within your team and across the business.
- You embrace change and encourage others to do the same.
- You display resilience and persistence to achieve positive change outcomes.



Position Description: **Media and Communications Advisor**

Growth Mindset

- You see challenges and failures as opportunities.
- You actively seek and learn from feedback.
- You have a mindset of development, determination and opportunity.
- You seek opportunities to develop and grow into a future leader of the business.

Behavioural Competencies

- See the Behavioural Competency Framework on the following page.

Position Description: **Media and Communications Advisor**

Behavioural Competency Framework

| Competency | Description | All of us |
|--|--|--|
| Innovation & Continuous Improvement | Looks for new and better ways of doing things. Adapts to change to promote growth and improvement. | <ul style="list-style-type: none">• Continually looks for opportunities for Lean improvements• Follows ideas through to action, reflects and always seeks to do better• Demonstrates diverse thinking and embraces change• Encourages peers to do the same |
| Collaboration | Breaks down silos, works across boundaries and builds relationships to achieve outstanding results to be proud of. | <ul style="list-style-type: none">• Actively looks for opportunities to share knowledge and utilise strengths• Works co-operatively to achieve shared objectives• Recognises others for their contributions and accomplishments• Gains and demonstrates trust and support for others through actions |
| Builds effective working relationships | Embraces and encourages an environment of respect and trust. | <ul style="list-style-type: none">• Supports equal and fair treatment for all• Is seen as a team player and finds common ground in a respectful way• Seeks and provides feedback to improve working relationships |
| Accountability | Stands up and takes ownership for achieving results. Sets high standards for self and others. | <ul style="list-style-type: none">• Follows through on commitments and encourages others do the same• Takes personal responsibility for own timely and quality activities• Designs feedback into the ways of work to support 'growth mindset'• Provides exceptional service to stakeholders and customers |
| Judgement | Identifies and acts on issues and develops quality solution, setting high standards of decision making. | <ul style="list-style-type: none">• Always role models our values• Demonstrates rigor to make effective and quality decisions• Stands up and acts when issues arise with a sound and level-headed approach.• Keeps informed of activities and evolutions in the broader business |

Organisational Values: Our Way



All about our customers

Creating a brighter future for our customers is at the heart of every decision we make. We take time to listen, learn and adapt to deliver innovative product solutions impact solutions that genuinely meet their needs.



Keep each other safe

We've got each other's backs. We care for the well-being of our colleagues and communities and we courageously speak up when things aren't right.



Do the right thing

It's up to all of us to leave a positive legacy for this world. We do the right thing by each other, our communities and our planet by acting with integrity and honesty in all that we do.



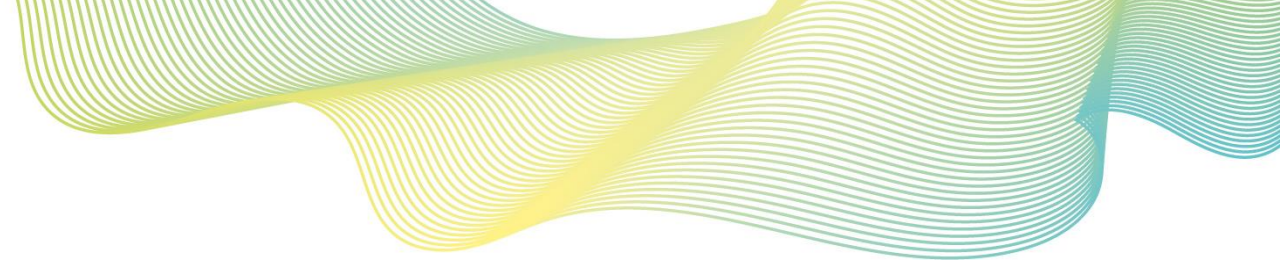
Better together

We create meaningful opportunities when we work together to unlock the power of our diverse talents. We can do great things when we listen and learn from each other's perspectives.



Find a way

We're up for solving even the toughest challenges. We collaborate, innovate and persevere until the job is done. And then we get up and do it again.



Organisational Requirements

Health, safety and security

Fosters and adheres to a culture that enables self and others' safety to make good choices at the forefront of all actions. Contributes to our ability to deliver our services by demonstrating an understanding of cyber security standards and applying them to relevant activities in the workplace.

Compliance and standards

Ensures compliance through actively engaging with stakeholders and maintains awareness of relevant legislation, laws, regulations, standards, codes and Hydro Group policies and procedures. Influences continuous improvement and positive outcomes so they are viewed as adding value.

Diversity and inclusion

Hydro Tasmania group supports applications from all members of our community and equitable access to our employment opportunities. We are open to discussing workplace flexibility in all our vacancies, to ensure we can attract the best candidates and accommodate individual needs, differences, disabilities and working arrangements, even in ways we have not thought of. Our merit based recruitment practices are founded on building diversity by fostering an inclusive, flexible and equitable workplace.