

# MW ROLE MANDATE

Date assessed: August 2024

Position	Targeted Flood Community Engagement Lead	Reports to	Manager Flood Awareness Communications			Group	3
Division	Customer, Community & External Affairs	Span of Control	Direct Reports: 1-2	Indirect Reports: 1-2	Grade	16	
Role Purpose				Measures of Success			
<p>The Targeted Flood Community Engagement Lead is accountable to the Manager Flood Awareness Communications for finalising the design and leading the delivery of the targeted flood community engagement stream, key strategic relationships and coordination of related customer and community enquiries.</p>				<p><b>Time focus:</b> <i>(see detail over page)</i></p> <p>5% Influencer      5% Strategist                      30% People          60% Driver</p>			
Key Individual Accountabilities				Qualifications & Experience			
<ul style="list-style-type: none"> <li>Oversee and lead the delivery of the targeted communications and engagement plans associated with the flood awareness engagement program, including delivery of key activity and milestones.</li> <li>Manage, guide and direct consultants, advisors and coordinators day to day on the implementation and delivery of the program.</li> <li>Oversee the delivery of the community engagement program, including directed key communication and engagement strategies (face to face and digital) to drive engagement with key customers and community across multiple areas.</li> <li>Build strong relationships with Melbourne Water’s key customers at all levels of seniority, and within the internal flood modelling team.</li> <li>Plan and implement engagement with customer groups including local government, community advocacy groups, VicSES and other key customer groups.</li> <li>Deliver innovative digital engagement solutions to promote and support engagement and involvement in the Flood Awareness Engagement program with local government, customers and community.</li> <li>Provide strategic engagement advice and contribute to and ensure the seamless delivery of the targeted flood community engagement program with other key engagement streams e.g. region-wide flood education &amp; awareness program, authorizing environment, media and internal communications.</li> <li>Develop supporting materials to deliver the strategic communication and engagement plan such as communications collateral, reports, digital content, bulletins, social media, events, etc.</li> <li>Develop strong relationships with key customers and stakeholders, including internal teams involved in the flood modelling program.</li> <li>Demonstrate high levels of customer and community advocacy, ensuring that our customers and community have a voice and that our engagement approach is tailored to reflect key priorities.</li> </ul>				<ul style="list-style-type: none"> <li>Excellent knowledge of strategic communications and engagement planning in theory and practice (preferably in a local authority or government department or agency)</li> <li>Demonstrated understanding of deliberative engagement approaches</li> <li>Tertiary qualification in a relevant field</li> <li>Exceptional social awareness and ability to quickly and creatively redesign engagement activities to meet community expectations.</li> <li>Experience working in sensitive political environments.</li> <li>Experienced in online engagement techniques, social media and digital content creation.</li> <li>Demonstrated experience working across the IAP2 spectrum</li> <li>High level of project management skills with proven ability in setting priorities, meeting deadlines, managing budgets and keeping accurate records to enable project reporting.</li> </ul>			
Key Shared Accountabilities				Leadership Behaviours			
<ul style="list-style-type: none"> <li><b>Our People:</b> <i>Engagement Scores, NNWW, Performance Management, Resource Planning, Team Succession Planning</i></li> <li><b>Financial Sustainability:</b> <i>Overall MW Budget and Business plan deliverables</i></li> <li><b>Customer and Community:</b> <i>Team NPS score as a service; Team Customer Satisfaction and Reputation Scores</i></li> </ul>				<ul style="list-style-type: none"> <li>Professional Leadership mind-set and behaviour</li> </ul>			

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<ul style="list-style-type: none"> <li>• <b>Safety Leadership:</b> TRIFR, HPIFR, Claims costs and Safety Scores from C&amp;E survey</li> <li>• <b>Vision and Purpose:</b> Communicates and inspires a shared Team vision and strategic direction</li> <li>• <b>Risk:</b> Ensures proactive oversight, governance and assessment of risk management consistent with the Risk Management framework.</li> </ul>		<ul style="list-style-type: none"> <li>• Agent of Culture - Inspire through role modelling of values, mind-sets and habits to bring to life our desired culture</li> <li>• Maturity and judgement necessary to contribute to complex decision making</li> <li>• High energy to take action and drive business results</li> <li>• Ability to lead change and communicate with a diverse range of stakeholders</li> <li>• High level communication, relationship management, negotiation and influencing skills</li> <li>• Highest standards of professional ethics</li> </ul>
Decision Rights – Owns	Decision Rights - Influences	
<ul style="list-style-type: none"> <li>• Execution of Team Strategy and business plan deliverables</li> <li>• Team’s operational budget</li> <li>• Approval of financial expenditure (within delegated authority)</li> <li>• Team structure within agreed Corporate Plan FTE &amp; budget</li> <li>• Team succession planning</li> <li>• Regulator responses and management</li> </ul>	<ul style="list-style-type: none"> <li>• Embedding a Safety culture across the organisation</li> </ul>	

Time Focus			
Influencer	Strategist	People	Driver
<ul style="list-style-type: none"> <li>• Influence change across your team and organisation to accelerate strategy execution, mind-set change and accountability</li> <li>• Build strategic internal and external relationships i.e. across business and relevant external markets (peers, customers, partners, govt.)</li> <li>• Ensure Board confidence in division</li> <li>• Support General Manager/Chief/Head of</li> </ul>	<ul style="list-style-type: none"> <li>• Position your business and the enterprise for the future</li> <li>• Use foresight thinking for innovation. Bring business knowledge, continuous improvement and insight to create distinctive value</li> <li>• Have a point of view on strategic business issues and challenges</li> <li>• Take action to maximise opportunities created by the changing business environment, for the business</li> <li>• Act to support the overall strategy – commercial, market, customer and people – while managing the impact on own team</li> </ul>	<ul style="list-style-type: none"> <li>• Leading, coaching and inspiring</li> <li>• Recruiting the right talent to ensure strategy execution</li> <li>• Engaged teams</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on efficient operation of business, ensuring risk, compliance and customer outcomes are delivered</li> <li>• Driving operational effectiveness, process improvement, achieving budget targets, and ensure consistent audit outcomes</li> </ul>