Communications & Engagement Advisor

REPORTS TO:	DIRECT REPORTS AND TEAM SIZE:
Senior Communications and Engagement Advisor	This role has 0 direct reports.

THIS ROLE EXISTS TO: (PURPOSE)

• 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.

• 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.

Identify and implement continuous improvement opportunities to improve stakeholder

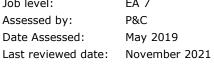
• Identity and implement continuous improvement opportunities to improvement opportunities to improvement practice.

Develop strong internal and external relationships.

KEY ACCOUNTABILITIES:

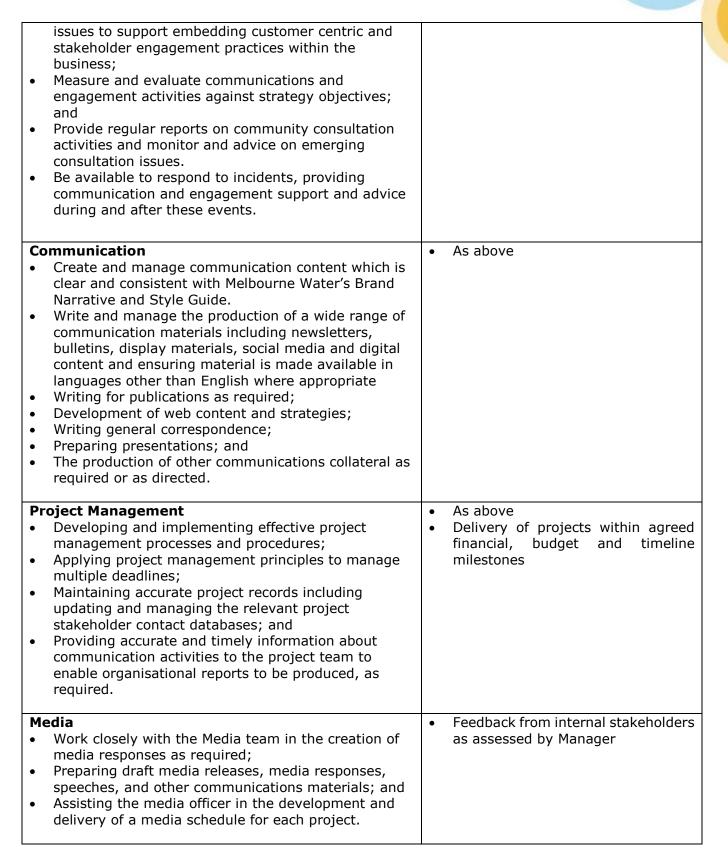
- Develop, lead and evaluate integrated communication and engagement strategies (face to face and digital), plans and procedures for complex projects and business strategies being delivered by across Melbourne Water service portfolio's.
- Deliver consultation activities including stakeholder engagement activities, facilitation of community information sessions, door-knocking, digital engagement approaches and associated consultation and engagement materials
- Support a Community of Practice, focused towards delivering Melbourne Water's Next Generation of Engagement and other associated business improvement initiatives.
- 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 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 knocks, communication materials and digital approaches; Identify innovative methods to improve engagement practices through digital or social media channels. Provide advice, support and coaching to internal customer groups on managing complex and sensitive 	 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	





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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.

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

Enhancing Life and Liveability