## 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

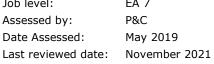
• Identity and implement continuous improvement opportunities to improvement opportunities to improvement practice.

Develop strong internal and external relationships.

## **KEY ACCOUNTABILITIES:**

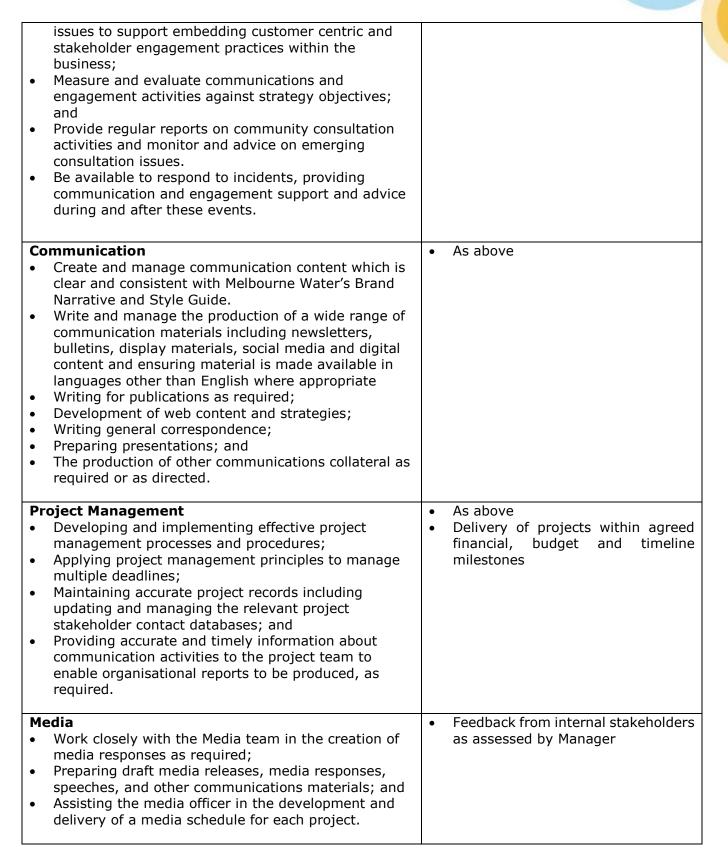
- Develop, lead and evaluate integrated communication and engagement strategies (face to face and digital), plans and procedures for complex projects and business strategies being delivered by across Melbourne Water service portfolio's.
- Deliver consultation activities including stakeholder engagement 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
<ul> <li>Stakeholder Engagement / Community Relations</li> <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> <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	





# Communications & Engagement Advisor





## 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



## Communications & Engagement Advisor

### 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