

Community Engagement Adviser

Group	Customers, Community & Strategy
Department	Communications and Engagement
Job Family	Corporate Communications
Classification	Band 7
Approved by	Manager Customers and Engagement
Date	June 2023
Position purpose	This position provides wide-ranging communication and engagement services to internal and external stakeholders. In addition, the Communication and Engagement Adviser will provide support to other team members in the development of communications and engagement strategies and materials, event management and community education.

Organisation context

Recognising the challenges of climate change, population growth, rapid technological advancement and economic transition, we are shifting our mindset from water utility to being a leader of the region's prosperity.

Our vision for regional prosperity not only encompasses economic, social, and environmental elements, but also recreational and cultural elements, including enhancing Aboriginal values.



Customers, Community and Strategy group

The purpose of the Customers, Community and Strategy group is to deliver excellence in customer service through commitment to our values. The group is responsible for Customer Centre, Customer Liaison, Communications and Engagement, Strategy and Regulation & Pricing.

Communications and Engagement department

The purpose of the Communications and Engagement department is to help Barwon Water communicate, educate and engage in a way that provides value – and is valued by – our customers, community and stakeholders.

Organisational relationships

Reports to	Community Engagement Team Leader – Construction
Directly supervises	Nil

Accountabilities

Communications and engagement

- Develop and deliver various communications and engagement plans and strategies for key infrastructure, water efficiency and planning projects.
- Implement communications and engagement activities including identifying and establishing contact with customers/landowners, community and environmental groups, leading face-to-face and online discussions, letterbox drops, door knocks, phone contact, information sessions, site tours and events (outside or normal hours when required).
- Maintain and develop content for Barwon Water's online engagement platforms, such as project information, surveys, forums and polls.
- Maintain communications and engagement plans, stakeholder databases and stakeholder interactions registers.
- Act as a liaison with internal and external customers to answer queries and provide information on Barwon Water projects.
- Assistance with resolving customer complaints.
- Contribute to communications issues management in collaboration with key department team members.
- Support the team to identify risks to customer experience and advocate for the best customer outcome.
- Assist team members in implementing a variety of communications initiatives at project and organisational level.
- Provide administrative support with regard to registering and monitoring customer issues and complaints.

Communications and engagement activities

- Develop and deliver communications materials (such as presentations, briefings, advertisements, media releases, social media, story boards / multi-media content for digital communications, corporate website content, letters / EDMs, fact sheets, FAQs, bulletins, brochures, newsletters, banners, signs and other materials as required).
- Prepare and issue Water Act Notices to customers as required.
- Project manage and attend community events (both face-to-face and online), such as open days, open houses, meetings, information displays and kiosks (outside or normal hours when required).
- Oversee the design and development of materials / photo-shoots by Barwon Water's graphic design and multimedia panel, ensuring it meets brand style guide.
- Support implementation and delivery of actions within Barwon Water's brand, internal communications and brand advocacy strategies.
- Attend (where required) external customer, community and stakeholder engagement events such as information sessions, online webinars, community activations, community pop-ups and workshops.
- Ensure Barwon Water's brand essence flows through community engagement and education communications activities and initiatives to help staff, customers and the community understand the enduring value we provide and, in the process, truly value us.

Relationships and collaboration

- Work collaboratively with the Communications and Engagement department and other departments to support the development and delivery of communications and engagement materials and plans.
- Support the management of external consultants and service providers to assist in the delivery of communications and engagement strategies, plans and materials.
- Build relationships with customers and community across Barwon Water's service region to support key projects and programs.

Health, Safety & Wellbeing

Barwon Water is committed to providing a safe and healthy work environment to all employees. Employees are expected to perform their duties in accordance with the Occupational Health & Safety Act 2004 and all regulations, codes of practice and organisation policies and procedures. In addition, employees are expected to:

- Promote and demonstrate Barwon Water's high standards in relation to health, safety, environment and quality, championing a culture of safety in the workplace.
- Report unsafe work practices, incidents, hazards and near misses, and unacceptable workplace behaviours.

Competencies

Growth & Resilience	Brings a growth mindset and personal resilience.
Action & Accountability	Drives outcomes with purpose, ambition, accountability and action.
Business Acumen	Delivers with commercial and organisational nous.
Collaboration	Collaborates effectively across the business, organisational boundaries, with customers and established partners.
Communication	Engages and communicates with clarity, vision, purpose and impact.
Customer, Community & Partnership	Creates measurable customer, partner and community value.
Inclusion	Open and accepting of different ideas and experiences, groups and people harness their potential.
Innovation & Continuous Improvement	Actively drives continuous improvement and innovation.
Managing Ambiguity	Operates effectively, even when things are not certain or the way forward is not clear.
Strategic Focus	Sees ahead to future possibilities and translates them into breakthrough strategies.

Performance level

Action & Accountability	The Community Engagement Adviser provides professional communications and engagement services to complete assignments or projects in consultation with other Barwon Water employees and departments. May require the review and approval of more complex elements of the work. The role is accountable for the quality, effectiveness and timeliness of the work under their control.
Judgement & Problem Solving	The Community Engagement Adviser is able to exercise judgement when problem solving and assessing a range of options, taking into consideration various elements of complexity to reach decisions, make conclusions or recommendations. Typical judgements may require variation of work priorities and approaches with some creativity and originality required. Precedent is available from Barwon Water's internal resources and assistance is usually available from other professional, specialist or technical employees.
Specialist Knowledge & Skills	The position requires considerable knowledge and skills in communications and engagement practices and methodologies to resolve issues having elements of complexity, which may not be clearly defined.
Management Skills	The Community Engagement Adviser will liaise with other members of the Communications and Engagement team and other areas of the business regularly. This may include managing and supporting the delivery of projects involving employees at lower band levels and other resources.
Interpersonal Skills	The Community Engagement Adviser will have well developed communication skills, competent to explain policy or process to Barwon Water employees outside of the Communications and Engagement team, reconciling differing points of view and resolving problems. The position is required to be able to develop various communications materials including reports for and on behalf of Barwon Water.
Qualifications & Experience	Knowledge and considerable experience in communications and engagement, along with the ability to deliver specific projects to a wide range of audiences, along with suitable qualifications which could include a Diploma, Advanced Diploma or Tertiary degree in Communications, Public Relations, Social Sciences, Journalism or a related field.

Success profile

- Tertiary level degree qualifications and/or Masters level in Community Engagement, Communications, Public Relations, Social Sciences, Journalism or a related field.
- Demonstrated high-level experience in leading and delivering customer, community and stakeholder engagement, water efficiency, behaviour change and sustainability focused programs, strategies, campaigns and materials

- Highly developed written and verbal communication skills with the ability to produce content for different audiences and channels to meet user needs and achieve business outcomes.
- Proven leadership in project management, including engaging with different stakeholders, scoping project outcomes, managing budget and resources, meeting timelines, risk management and performance evaluation.
- Demonstrates political awareness and the ability to use this knowledge to develop and adapt community engagement strategies.
- Exceptional interpersonal and communication skills, including ability to manage conflict to maintain positive relationships and achieve beneficial outcomes.
- Inquiring and strategic mindset, utilising creativity and innovation to think more broadly to address and resolve communications issues.
- Applies knowledge/experience in IAP2 principles of engagement and/or other contemporary engagement and participation tools or practices to create and support delivery of projects.
- Experience in working as part of a multi-disciplinary project teams to develop, deliver and evaluate complex engagement projects.
- Demonstrated experience utilising sound judgement to support responses to crisis, issues and incident management scenarios.

Equal opportunity

Barwon Water offers a work environment free of discrimination, sexual or other harassment, victimisation, vilification and bullying. Employees are expected to contribute to the maintenance of such a work environment.

Signatures

Manager Name (print)

Manager signature

Date

Employee Name (print)

Employee signature

Date

We understand that life balance is an important part of our employees' lives. Barwon Water offers a wide range of flexible arrangements to enable you to balance your work with other commitments and activities including family, health, study, carer responsibilities, hobbies and life/career aspirations. We provide various options such as flexible start and finishing times, working part time, job sharing, working from home and paid leave provisions that can be negotiated to help balance your personal commitments with the demands of the role.