

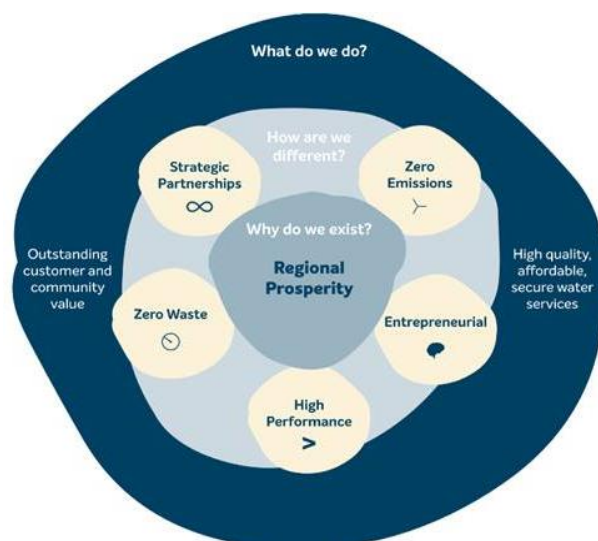
## Communications and Engagement Adviser

<b>Group</b>	Customers and Community
<b>Department</b>	Communications and Engagement
<b>Job Family</b>	Communications and Engagement
<b>Classification</b>	Band 6
<b>Approved by</b>	General Manager Customers and Community
<b>Date</b>	August 2020
<b>Position purpose</b>	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 and Community group

The purpose of the Customers & Community group is to deliver outstanding value to our customers and community by delivering high quality, affordable, and reliable services to enable Regional Prosperity through step changes that help ensure we deliver our 'what' and our 'why'.

### Communications and Engagement department

The purpose of the Communications & 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

<b>Reports to</b>	Senior Strategic Engagement Adviser
<b>Directly supervises</b>	Nil
<b>Key internal relationships</b>	Communications and Engagement department Management, project managers and other key internal stakeholders within Barwon Water

## **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 for key infrastructure, water efficiency and planning projects including identifying and establishing contact with customers/landowners, community and environmental groups, maintaining interaction records and surveys.
- Act as a liaison with internal and external customers to answer queries and provide information on Barwon Water projects.
- 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.

### **Communications and engagement materials**

- 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).
- 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.
- Ensure Barwon Water's brand essence flows through communications activities and initiatives to help staff, customers and 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

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

## Performance level

<b>Action and accountability</b>	The Communications and Engagement Adviser will use their technical skills to contribute to delivering communications and engagement plans strategies and materials on behalf of Barwon Water to support generating awareness for projects and services with customers and the community. The role is accountable for the quality, effectiveness and timeliness of communications and engagement plans under their control.
<b>Judgement and problem solving</b>	The Communications and 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.
<b>Specialist knowledge and skills</b>	The position requires advanced knowledge and skills in communications and engagement practices and methodologies where analysis of complex options is involved.
<b>Management skills</b>	The Communications and Engagement Advisor will liaise with other members of the Communications and Engagement team and other areas of the business regularly. This may include supporting the delivery of projects relating to the role involving other staff members.

<b>Interpersonal skills</b>	The Communications and Engagement Advisor will have well developed communication skills, competent to explain policy or process to Barwon Water employees outside of the Communications and Engagement team and reconciling differing points of view. The position is required to be able to develop various communications materials for and on behalf of Barwon Water.
<b>Qualifications and experience</b>	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

- Knowledge and considerable experience in communications and engagement roles and environments.
- Demonstrated experience in developing and implementing communication/community engagement strategies
- Diploma, Advanced Diploma or Tertiary degree in Communications, Public Relations, Social Sciences, Journalism or a related field.
- Ability to develop relationships, trust and rapport with customers, communities and a range of stakeholders at all levels.
- Highly developed written and verbal communication skills and an ability to clearly articulate messages to a variety of audiences.
- Highly developed organisational skills, including the ability to prioritise and multi-task.
- Collaborative team member who works extremely well in dedicated and cross functional team environments.
- Creative mindset and the ability to problem solve.

## 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

\_\_\_\_\_  
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.*