

# Goulburn-Murray Water Position Description

## Communications and Engagement Officer - Position Number CAS410

<b>Role Purpose</b> To deliver engagement, communication, social media and digital/online activities.	
<b>Reports to (title)</b>	Senior Communications and Engagement Officer
<b>Classification / Band</b>	Band C
<b>Allowances</b>	None
<b>Employment Status</b>	GMW considers every role flexible where this can still deliver the required business outcomes, this could include but is not limited to part-time or job share.
<b>Location</b>	Tatura
<b>Position Contact</b>	Sheree Fitzgerald - Manager Communications, Engagement and Media (03) 5826 3790
<b>Key skills, Qualifications &amp; Experience required</b>	<p><u>Mandatory</u></p> <ul style="list-style-type: none"> <li>• A communication degree, specialising in Public Relations/Journalism and / or a minimum of three years' working in communications/PR and engagement, or related role</li> <li>• Excellent written and verbal communication skills</li> <li>• Ability to work flexible hours to ensure customer needs are met</li> </ul> <p><u>Desired</u></p> <ul style="list-style-type: none"> <li>• Knowledge of the water industry would be an advantage.</li> </ul>
<b>Other Requirements</b>	Proof of Covid-19 vaccination status Police check Australian Drivers Licence Australian Working Rights
<b>Approver/Approval Date</b>	Marnie Rowden - Manager HR Business Partnering – May 2022

Key Result Areas	Key Responsibilities	KPIs
Positive Corporate Image <ul style="list-style-type: none"> <li>• Effective Public Relations</li> <li>• Effective issues management</li> <li>• Inclusive business decisions</li> </ul>	<ul style="list-style-type: none"> <li>• Under the guidance of the Manager / Senior Communications and Engagement Officers' support in the development, implementation and evaluation of GMW's:                             <ul style="list-style-type: none"> <li>• Customer segment communication plans</li> <li>• Corporate (Staff) Communication Plan</li> <li>• Social Media Plan</li> <li>• Yearly Engagement Program</li> <li>• Partnership Plan</li> </ul> </li> <li>• Work closely with senior members of the Communications, Engagement and Media (CEM) Team to deliver project and BAU communications</li> <li>• Work on proactive and reactive issues management</li> <li>• Liaise with external providers as directed.</li> </ul>	<ul style="list-style-type: none"> <li>• Contributes to the team's success in meeting or exceeding all internal CEM Team KPIs.</li> <li>• Meets all time management requirements.</li> </ul>
Embedding Engagement Practice <ul style="list-style-type: none"> <li>• Increasing engagement capacity</li> <li>• Collaborative Projects</li> <li>• Successful Price Review</li> </ul>	<ul style="list-style-type: none"> <li>• Participates in the development of team's IAP2 principle-based engagement skills</li> <li>• Works with internal project teams to assist in the delivery of engagement plans for GMW projects (strategic and capital) to involve customers and communities in the decisions that affect them</li> <li>• Works on engagement activities to build customer and stakeholder relationships and strengthen trust.</li> </ul>	<ul style="list-style-type: none"> <li>• Customer and stakeholder satisfaction in engagement activities is met or exceeded.</li> <li>• Participants involved in strategic engagement programs express satisfaction with the communications and engagement process.</li> </ul>

<p>Effective internal consultancy</p> <ul style="list-style-type: none"> <li>Valued internal services</li> <li>Inspired communications</li> <li>Enhanced corporate culture</li> </ul>	<ul style="list-style-type: none"> <li>Develops, implements and evaluates communication 'plans on a page' and communication and engagement plans and strategies</li> <li>Develops and implements content to support a number of platforms and channels including (but not limited to) website, intranet, socials, staff communication and customer letters</li> <li>Participates in the collaborative delivery of corporate culture programs</li> <li>Lead content management for GMW communication channels including website / intranet / socials content.</li> </ul>	<ul style="list-style-type: none"> <li>Internal customer satisfaction with the Comms Shop service is met or exceeded.</li> <li>Staff satisfaction with internal communications is met or exceeded.</li> <li>Internal communications and engagement activities make a positive impact on the corporate culture.</li> </ul>
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*Note: Other duties and responsibilities may be required as reasonably directed.*

**Mandatory Key Result Areas for all GMW positions**

<p>Safety</p>	<ul style="list-style-type: none"> <li>Comply with all GMW OH&amp;S standards, policies and procedures</li> <li>Contribute to the continuous improvement of HSE systems by consulting with staff and passing on recommendations to improve the system to the HSE Team.</li> </ul>	<ul style="list-style-type: none"> <li>Investigate and close out incident and hazard reports on time</li> <li>Workplace inspection findings corrected</li> <li>Internal Audit finding actions corrected</li> <li>All staff mandatory training completed</li> <li>Safety meetings conducted with actions completed.</li> </ul>
<p>Policies</p>	<ul style="list-style-type: none"> <li>Adhere to GMW policies and procedures</li> <li>Stay up-to-date on all GMW policies</li> <li>Ensure all GMW policies are promulgated and adhered to</li> <li>Advise on potential changes to policies as required by local conditions</li> <li>Ensure all policies are communicated to, and understood by, the team.</li> </ul>	<ul style="list-style-type: none"> <li>Audit results (internal)</li> <li>Numbers of issues escalated through team not adhering to policies.</li> </ul>

**Key Relationships**

All GMW 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**

**External**

<ul style="list-style-type: none"> <li>"Whole of GMW" as the internal audience for corporate communications</li> </ul>	<ul style="list-style-type: none"> <li>Public including local communities to be informed and understand GMW</li> <li>Customers to advise and support with services</li> <li>DELWP communications and media staff.</li> </ul>
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**Behaviours and Values**

*All employees are required to demonstrate GMW's values through their work and their dealings with internal and external customers. Behaviours must also align with the values and with GMW's strategic outcomes below:*

**Safe, skilled, engaged people**

Contribute to a safe, inspiring and diverse workplace where learning is encouraged and your team feels supported. You openly demonstrate the vision and values of GMW through your own behaviours.

**Satisfied customers, trusting partners**

Exhibit at all times a customer-first attitude and you are focused on delivering outcomes that meet the needs of our customers, stakeholders and communities. You deliver solutions in response to customer and operational issues.

**Sustainable business, viable customers**

Take ownership for delivering affordable and sustainable water services through the decisions you make every day and take responsibility for ensuring ongoing business efficiency. You operate in a timely manner and with a sense of urgency when required and you consistently prioritise your work to meet the ongoing, and sometimes changing, needs of our business.

**Water security and other water values are recognised**

Comprehend the regulatory framework under which we operate and the importance of meeting our obligations. You understand the role that water plays in the sustainability of our region and actively seek out opportunities that will secure water for our future.

**Innovation, data and technology driven services**

Uphold the integrity of all GMW processes and systems by contributing to a continuous improvement lifecycle. You ensure that all decisions are informed by accurate and complete data & information.



Excellence



Honesty



Accountability



Courage



Caring