

Goulburn-Murray Water Position Description

Senior Communications and Engagement Officer

Position Number CAS302

Role Purpose	
To lead strategic customer and stakeholder engagement, communications and research activities along with social media, media, online and design activities.	
Reports to (title)	Manager Communications, Engagement and Media
Classification / Band	Band D
Allowances	None
Employment Status	Ongoing, fulltime 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.
Location	Tatura
Position Contact	Sheree Fitzgerald - Manager Communications, Engagement & Media 0408 350 756
Key skills, Qualifications & Experience required	<p><u>Mandatory</u></p> <ul style="list-style-type: none"> Substantial experience working in a communications, engagement, media, social media, graphic design or related role. Clear understanding and demonstrated experience of IAP2 principles Excellent written and verbal communication skills <p><u>Desired</u></p> <ul style="list-style-type: none"> Experience in supervising employees in a communications or related team; Ability to work flexible hours to ensure customer needs are met; Knowledge of the water industry would be an advantage.
Other Requirements	Proof of Covid-19 Vaccination Status Police Check Australian Drivers Licence Australian Working Rights
Approver/Approval Date	Marnie Rowden - Manager HR Business Partnering – June 2022

Key Result Areas	Key Responsibilities	KPIs
<p>Positive Corporate Image</p> <ul style="list-style-type: none"> Effective Public Relations Effective issues management Inclusive business decisions 	<ul style="list-style-type: none"> To lead targeted activities in support of regional development and prosperity Proactive and reactive issues management that ensure staff, customers and communities are informed. To lead and project manage strategic communications and engagement projects across the organisation that ensure we involve customers and communities in the decisions that affect them. To lead and manage Communications, Engagement and Media (CEM) teams to deliver partnership, communications and engagement activities on time and on budget, often with challenging issues and deadlines. Responds to media enquiries when required. 	<ul style="list-style-type: none"> Contributes to the team's success in meeting or exceeding all internal CEM team KPIs for media, social media and digital channels. Meets and exceeds budget requirements. Meets all time management requirements.
<p>Embedding Engagement Practice</p> <ul style="list-style-type: none"> Increasing engagement capacity Collaborative Projects Successful Price Review 	<ul style="list-style-type: none"> Mentors and manages C&E team members to increase their IAP2 principle-based engagement skills Uses a Project Risk Categorisation Approach to work with internal stakeholders to ensure communications and/or engagement plans are created for all GMW projects (strategic and capital). Delivers ongoing engagement activities to build customer and stakeholder relationships and strengthen trust. 	<ul style="list-style-type: none"> Customer and stakeholder satisfaction in engagement activities is met or exceeded. Engagement practice is monitored and reported. Participants involved in Price Submission engagement groups express satisfaction with the communications and engagement process.

<p>Effective internal consultancy</p> <ul style="list-style-type: none"> Valued internal services Inspired communications Enhanced corporate culture 	<ul style="list-style-type: none"> Synthesises complex information and translates it into simple, clear concepts that meet customer and staff information needs. Delivers innovative communications across all GMW channels – including online, face-to-face, social media and digital platforms. Assists with the development of graphic design materials Participates in the collaborative delivery of corporate culture programs. 	<ul style="list-style-type: none"> Internal customer satisfaction with the Comms Shop service is met or exceeded. Staff satisfaction with internal communications is met or exceeded. Internal communications and engagement activities make a positive impact on the corporate culture.
<p>Leadership</p>	<ul style="list-style-type: none"> Establishes a supportive, multi-skilled and collaborative team environment Role models GMW Values and is an ambassador for the CEM team behaviours Rewards performance and motivates others to perform at their best Provides supervision and coaching to others as a leader within the CAS Division 	<ul style="list-style-type: none"> Division engagement results Effective and meaningful performance and development plans

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

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"> “Whole of GMW” as the internal audience for corporate communications 	<ul style="list-style-type: none"> Public including local communities to be informed and understand GMW Media outlets GMW customers and committees DELWP communications and media staff
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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 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