

## POSITION DESCRIPTION

<b>POSITION TITLE</b>	<b>Senior Media and Communications Adviser</b>
<b>CLASSIFICATION</b>	SRW Enterprise Agreement Professional Services Band E plus employer contribution to superannuation in accordance with the <i>Superannuation Guarantee (Administration) Act 1992</i> .
<b>BUSINESS UNIT</b>	Strategy and Performance
<b>ENGAGEMENT</b>	Full-time On-going
<b>LOCATION</b>	Negotiable across SRW major offices
<b>REPORTING LINES</b>	<b>Reports to:</b> Manager Communications and Engagement  <b>Direct Reports:</b> Nil
<b>DELEGATIONS</b>	This position has authority to make decisions and direct activities for SRW as conferred by Southern Rural Water's Instrument of Delegation and as set by: <ul style="list-style-type: none"> <li>• this position description</li> <li>• other directions or instructions specified by SRW or a SRW delegate</li> </ul>

### POSITION OBJECTIVE

As a member of the Communications and Engagement team, you will deliver strategic advice, innovative, high-quality and effective communications, media and stakeholder engagement services to Southern Rural Water.

Reporting to the Manager Communications and Engagement, the Senior Media and Communications Adviser will manage the organisations reputation in the media. The Senior Media and Communications Adviser will deliver media and social media campaigns to promote programs, initiatives and projects across the Southern Rural Water district. The Senior Media and Communications Adviser will work as an effective member of the Communications and Engagement Team.

### POSITION SPECIFIC RESPONSIBILITIES

In this role you will:

- Develop and deliver a 12-monthly media campaign, with a focus on driving awareness of the core role Southern Rural Water plays within its communities.

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- Develop and maintain all aspects of media at Southern Rural Water, including the ownership of media releases and responses, media monitoring, risk registers and communication and engagement mitigation strategies.
- Develop briefing papers for the Board, Senior Leadership Team and the Department of Environment, Land, Water and Planning.
- Provide a key leadership role within the Communication and Engagement team, and lead and mentor the Social Media Officer.
- Provide strategic advice and partner with business units to deliver external media campaigns.
- Support the wider Communication and Engagement team at community engagement events.
- Support with the development of external communication collateral, including customer engagement materials.
- Support the wider Communication and Engagement team's objectives, cross collaborating with other disciplines and external agencies to manage the dynamic workload.
- Play a vital leadership role within the wider Communications and Engagement team.
- Monitor, evaluate and report internally, with a view to identify trends and provide recommendations and strategies to improve the overall communications performance and decision making.
- Maintain awareness of current affairs, particularly those that could affect Southern Rural Water, and prepare the organisation in responding to this changing landscape.
- Participate in emergency management incidents, including as any role as required under Southern Rural Water's Corporate Incident Management Plan (CIMP).

### PEOPLE MANAGEMENT

- Encourage and maintain positive working relationships with all colleagues to ensure a professional and collaborative working environment.
- Support colleagues and coordinator/supervisor as required to achieve overall team goals, service levels and other targets.
- Work in a manner that ensures adherence to SRW policies and Corporate Instructions.

### OPERATIONAL RESPONSIBILITIES

- Effectively see all tasks through to completion in line with individual tasks/projects, service levels and other targets.
- Work within agreed plans, policies and processes including safe work practices.
- Identify and report opportunities for increasing efficiency and/or effectiveness to ensure continuous improvement.
- Demonstrate a commitment to effective internal and external customer service.
- Maintain currency of technical skills and knowledge to ensure work is performed as per the requirements of the role.
- Maintain complete and accurate records of all work-related activities including documentation and administration as per the organisations records management policy and adherence to the organisations written style.

### SCHEDULING RESPONSIBILITIES

- Regularly monitor and report on work and activity progress against individual and team corporate performance indicators and project targets.

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- Understand the contribution of own work towards the achievement of team, business unit and strategic organisational goals.
- Fulfil emergency related functions including filling an incident management team position, by mutual agreement, in the event that a CIMP is enacted.

### HEALTH, SAFETY AND WELLBEING

- Ensure all team members (and self) are aware of and adhere to, SRW policies and OHS requirements.
- Work in a manner that ensures adherence to OHS requirements.
- Report any hazards, hazardous situations, notifiable incidents, including 'near misses' to immediate supervisor.
- Participate in the resolution of safety issues.

### KNOWLEDGE SKILLS AND ABILITIES

- **Specialist expertise for communication and marketing:** Specialist knowledge and experience in managing media relations and communications with senior staff and external stakeholders, including government departments.
- **Organisational Awareness:** Understands issues and pressures to which the organisation has to respond. Understands the reasons behind the organisational climate and culture.
- **Written Communication:** Edits written communications to ensure they contain the information necessary to achieve their purpose. Ensures appropriate style and formats are used. Prepares complex briefs, letters, emails and reports using clear, concise and grammatically correct language.
- **Stakeholder Management:** Finds innovative solutions to resolve stakeholder issues. Identifies and responds to stakeholder's underlying needs. Identifies issues in common for one or more stakeholders and uses to build mutually beneficial partnerships. Uses understanding of the stakeholder's organisational context to ensure outcomes are achieved. Research audience expectations, and tailors speeches for executive team members for audience appeal and impact.
- **Verbal Communication:** Clearly understands the target audience and the objectives of communication. Confidently conveys ideas and information in a clear and interesting way. Handles difficult and sensitive communications well. Uses audience feedback to refine communication and ensure communications are understood.
- **Influence and Negotiation:** Builds behind-the-scenes support for ideas to ensure buy-in and ownership. Gains agreement to proposals and ideas. Involves experts or other third parties to strengthen a case. Uses chains of indirect influence to achieve outcomes.
- **Detail Focus:** Highlights practical consideration of plans and activities. Identifies gaps in information. Looks for logical sequence.

### QUALIFICATIONS

- Degree qualified in journalism, communications or a related discipline.
- Extensive professional experience in journalism, communications or a similar role, or extensive senior management experience.
- Competent in the use of the Microsoft suite of products.
- Ability to use Adobe products is desirable, but is not essential.

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## PRE-REQUISITES

- Strong writing skills.
- Possess and maintain a current Victorian driving licence.
- Possess and maintain relevant qualifications, licences pertaining to role.
- Ability to travel to and work from other SRW Office locations as required.

## TRADEMARK BEHAVIOURS

Adherence to Southern Rural Water's Trademark Behaviours as described below:

- Always Safe
- United
- Customer first
- Ambitious
- Results driven
- Innovative
- Respectful

## EMPLOYEE POLICIES

All SRW staff are required to comply with the Code of Conduct for Public Sector Employees, which can be found by visiting <http://vpsc.vic.gov.au/resources/code-of-conduct-for-employees/>

<b>DATE APPROVED</b>	<b>June 2022</b>
<b>APPROVED BY</b>	<b>General Manager Strategy and Performance</b>