

<i>Position Title:</i>	Manager Communications & Community Engagement	<i>Effective Date:</i>	June 2022
<i>Department:</i>	Customers, Community & Communications	<i>Job Location:</i>	Bairnsdale Office
<i>Reports To:</i>	Executive Manager Customers, Community & Communications	<i>Supervises:</i>	Community Engagement Officer
<i>External Contacts:</i>	Government officers, service providers, contractors, special interest groups, local media and community.		
<i>FTE Classification:</i>	1.0	<i>Position Number:</i>	SB-2-0001
<i>Prepared By:</i>	Human Resources	<i>Approved By:</i>	Executive Manager Customers, Community & Communications

The Role

To assist in the development, and management of communications and engagement processes to:

- Lead communications and engagement activities in achieving corporate objectives and foster a constructive and supportive team culture.
- Design and deliver a cyclical public participation program to inform our projects and decision-making on an ongoing basis.
- Lead our operational media relations including responding to media enquiries, providing advice and support and developing media releases and advertising activities.
- Lead the redevelopment and operations of our website and intranet
- Establishment and ongoing facilitation of an online community panel and maintaining a pipeline of engagement opportunities for that cohort.
- Coordinate the delivery of our annual customer satisfaction survey and research activities including analysis and response planning.
- Provide guidance and support on best-practice communication and engagement approaches for our major projects and initiatives.
- Design and deliver internal communication and engagement tools and training to help embed best-practice engagement approaches into our core business.
- Lead the ongoing development and implementation of East Gippsland Water's education program including development materials for both academic and broader community education campaigns.
- Support the team with the copywriting and design aspects of our corporate publications including the Annual Report and Corporate Plan,
- Play a key role in providing our internal and external communications support functions for operational emergency and incidents.

What you will be doing:

<i>Responsibility</i>	
Media and Community Relations	<ul style="list-style-type: none"> • The development and maintenance of strong working relationships with media of all types • Proactively seek opportunities to present EGW in a positive light in the public arena consistent with the vision and mission and the Corporation's statutory requirements. • Prepare and conduct presentations to public interest groups and stakeholders on EGW and related activities. • Maintain accurate contact registers of key customer and interest groups. • Be available outside of normal working hours to assist with and participate in key community functions and events, media relations and social media monitoring and incident/emergency management support.
Integrated Communications and Community Engagement Strategy	<ul style="list-style-type: none"> • Develop and manage implementation of a comprehensive Communications & Community Engagement Strategy and associated communication and resourcing plan.
Publications	<ul style="list-style-type: none"> • Prepare and/or provide input into the development of customer related information/publications in the form of brochures, forms, customer newsletters, standard correspondence and their promotion and distribution. • Assist in the review and update and maintenance of the Corporation's image including the development and maintenance of an appropriate visual and writing corporate style guide.
Website Content Management	<ul style="list-style-type: none"> • Assist with the public information, and community consultation components and content of the Corporation's Website and associated links to other appropriate sites.
Website Redevelopment	<ul style="list-style-type: none"> • Oversee redevelopment of East Gippsland Water's corporate website to fulfil customer expectations led by
Digital media content development	<ul style="list-style-type: none"> • Develop media content (including video) for social platforms informing the community of East Gippsland Water's activities.
Teamwork and Safety	<ul style="list-style-type: none"> • Undertake all duties in compliance with the Corporation's Occupational Health and Safety

	<p>policies and processes and to draw to the attention of the Occupational Health and Safety Officer any observed hazards or risks.</p> <ul style="list-style-type: none"> • Continually find ways and means of improving the efficiency of work processes and implementing changes. • Carry out other duties within the employee's scope of knowledge and skills.
Records Management	<ul style="list-style-type: none"> • Employees are responsible for capturing full and accurate records that adequately document business activities and support any decisions made at East Gippsland Water in the Corporations Record Management system.

How you can achieve this:

Responsible for leadership and specialist advice in the development and management of the Corporation's communication and engagement program in conjunction with the Executive Manager Customers, Community & Communications.

Responsible and accountable for the quality, accuracy and effectiveness of decisions to achieve compliance and meet identified KPIs and programs.

The nature of the work associated with this position is specialised, methods, processes and procedures may be developed from theory and or prior experience.

Issues are often complex and may require the development of solutions not related to previously encountered situations, requiring creativity or originality.

Guidance and advice are available.

What you can provide:

Specialist Skills	<p><i>Required Skills:</i></p> <ul style="list-style-type: none"> • The preparation of written oral and visual communications materials to high standards for the Executive Leadership Team and the Board. • Demonstrated senior media and public relations experience • Demonstrated experience in leading, developing and fostering constructive and supportive culture within a small team • Extensive practical experience in community and stakeholder engagement, including: <ul style="list-style-type: none"> ○ Developing and implementing community and stakeholder engagement and public communication strategies ○ Planning and executing community engagement processes and practices, including deliberative community engagement planning and techniques ○ Demonstrated media and public relations capabilities with a proven track record ○ Strong experience in leading corporate external and internal communication programs
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	<ul style="list-style-type: none"> • Demonstrated ability to negotiate and coordinate priorities and work to deliver outputs in required timeframes Meeting procedure.
	<p><i>Desirable Skills:</i></p> <ul style="list-style-type: none"> • Experience within a public sector or highly regulated organisation <p>Knowledge of East Gippsland Water's functions, strategic priorities and the environment in which it operates</p>
Management Skills	<p><i>Required Skills:</i></p> <ul style="list-style-type: none"> • Ability to manage time, set priorities, plan and organise one's own work so as to achieve objectives with the available resources and within a set timetable despite conflicting pressures. • Demonstrated competence in strategic and project planning. • Ability to utilise available resources to achieve objectives. • Ability to communicate, with individuals, and groups from various backgrounds. • Ability to provide leadership, guidance, advice and training to staff at all levels. • Ability to facilitate change. • A team player
	<p><i>Desirable Skills:</i></p> <ul style="list-style-type: none"> • Able to work independently.
Interpersonal Skills	<p><i>Required Skills:</i></p> <ul style="list-style-type: none"> • Ability to gain co-operation and assistance from external stakeholders, community and other employees in a multidisciplinary work environment. • The position requires the ability to influence and advise and maintain confidentiality. • Ability to involve staff from different sections and disciplines to produce solutions and strategies supported by those staff.
	<p><i>Desirable Skill:</i></p> <ul style="list-style-type: none"> • The ability to liaise with counterparts in other organisations and maintain effective networks in order to access information, gain cooperation and resolve issues. • Able to work collaboratively with others without having line management responsibility or authority.
Qualifications	<p><i>Required Qualification:</i></p> <ul style="list-style-type: none"> • Tertiary qualifications in communications, , journalism or related disciplines.
	<p><i>Desirable Qualification:</i></p> <ul style="list-style-type: none"> • Current Victorian driving licence

Experience	<i>Required Experience:</i>	<ul style="list-style-type: none"> • Demonstrated strong experience in leading, developing and fostering constructive and supportive culture within a small team • Demonstrated senior media and public relations experience • Demonstrated experience in leading external and internal corporate communication programs • Demonstrated experience in developing and implementing large-scale public participation and engagement programs, including facilitation experience • Highly developed interpersonal and negotiation skills with the ability to create, maintain and foster effective professional relationships, including a demonstrated ability to negotiate and influence stakeholders on communication and engagement activities
	<i>Desirable Experience:</i>	<ul style="list-style-type: none"> • Experience in developing and maintaining digital media platforms (website, social channels)

Physical Requirements

This position may comprise (but not be limited to) the following activities/hazards:

- Must be able to remain in a stationary position 50% of the time.
- Frequent use of computer
- Extensive reading required
- Telephone use.
- Use of standard office equipment – computer, photocopier, shredder, laminator, book binder.
- Works in air-conditioned environment (most of the time).
- Some driving required.
- Field work (site meetings, consultations, inspections)
- Moderate manual handling (Manual handling activities should not impose unreasonable expectations on the average person. However, personal judgement of capabilities will be expected and not exceeded.)
- Controlled exposure to some hazardous substances and dangerous goods

Employees must be capable of fulfilling the requirements of the position with regard to these activities/hazards and be able to meet any control measures provided in the interests of health and safety. However, reasonable adjustments will be made for persons with disabilities or impairments unless to do so would impose an unjustifiable hardship, or result in the role not being able to be undertaken in a safe manner.

Selection Criteria

1. Tertiary qualification and demonstrated senior media/public relations and community engagement experience
2. Extensive practical experience in community and stakeholder engagement
3. Ability to quickly understand complex technical concepts and simplify them to produce communications that are readily understood by the general public.

4. Effective time management skills, set priorities, plan and organise one's own work and the ability to prioritise and utilise resources to achieve outcomes within a set timetable despite conflicting pressures.
5. Well-developed interpersonal and communication/community engagement skills providing specialist advice and management of the Corporations communication/community engagement program with high standards of verbal, written and presentation skills.
6. A positive attitude toward personal development including being accountable, innovative, passionate and united to achieve corporate objectives.