

COMMUNICATIONS AND ENGAGEMENT ADVISOR – POSITION DESCRIPTION

OUR VALUES & BEHAVIOURS

Proudly United

Value Statements:

We are proudly united as a team, as members of EGW and as members of our community.

We work towards a common goal in a safe, respectful and inclusive workplace.

We celebrate success together.

Enabling Behaviours:

Share information and openly communicate

Understand your role in achieving the common goal and own it

Actively listen and participate

Support and encourage others

Truly Authentic

Value Statements:

We act openly and honestly in everything we do and earn the trust of others by delivering what we promise.

We understand our strengths and our limitations.

We earn respect.

Enabling Behaviours:

Have the courage to do what's right even if it means taking the hard road.

Mean what you say and say what you mean

If you don't know ask!

Passionately Innovative

Value Statements:

In an ever changing world our key to success is innovation and making the most of our resources. We achieve this by challenging the status quo, collaborating and embracing change. We value each other's ideas and learn from honest mistakes.

Enabling Behaviours:

Don't be afraid to ask questions and challenge respectfully

Put it on the table

Be curious and have an open mind

Explore opportunities and be willing to accept risk

Embrace change

Openly Accountable

Value Statements:

We take personal responsibility and accountability for our actions and their outcomes.

We have a clear understanding of what is expected of us and act accordingly.

We seek to understand the changing needs of our internal and external customers and respond appropriately.

Enabling Behaviours:

Follow through

Be proactive

Hold self and others accountable, respectfully

Own your actions

Admit mistakes: learn from them and move forward

ABORIGINAL ACKNOWLEDGMENT

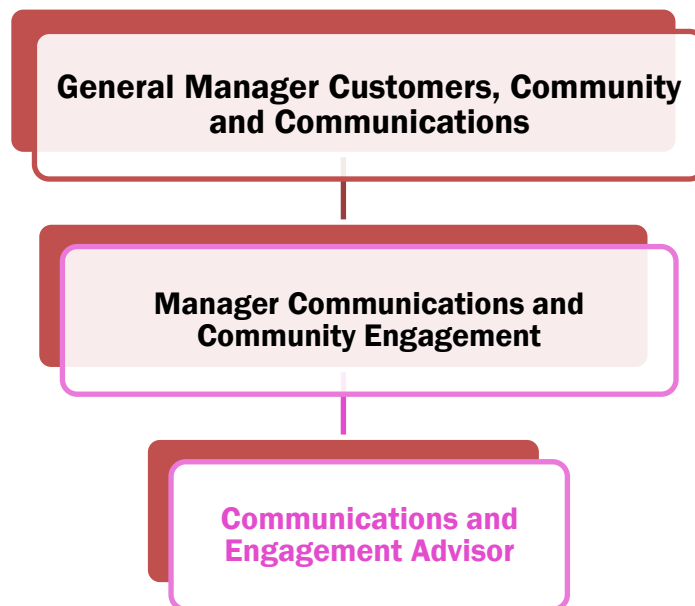
We acknowledge and respect the Gunaikurnai, Bidwell and Ngarigo Monero people as the Traditional Custodians of East Gippsland’s land and waters. We pay our respects to their Elders both past, present and emerging leaders.

We recognise and respect their unique cultural heritage beliefs and intrinsic connection to Country, which continues to be important to them today. We are strongly committed to further developing our relationships and partnerships with Aboriginal and Torres Strait islander peoples, communities and organisations.

POSITION DETAILS

Position Title:	Communications and Engagement Advisor	Effective Date:	March 2025
Department:	Customers, Community & Communications	Job Location:	Bairnsdale Office
Reports To:	Manager Communications and Community Engagement	Supervises:	Nil
External Contacts:	Customers, general public, government officers, service providers, special interest groups, local media, consulting engineers, contractors, other statutory bodies and other water corporations.		
FTE Classification:	1.0	Position Number:	SC-3-0003
Prepared By:	People & Culture; Manager Communications and Community Engagement	Approved By:	Executive Manager Customers, Community & Communications

ORGANISATIONAL CHART



ABOUT THE ROLE

The Communications and Engagement Advisor reports to the Manager Communications and Community Engagement. They support the efficient and effective delivery of communications and engagement materials, programs, concepts and strategies, within their designated areas of responsibility.

The role of the Communications and Engagement Advisor is to develop customer-focused communications, engagement and educational content that will resonate with staff, customers, the wider community and stakeholders. The role will also develop, implement and monitor engagement programs and strategies for improved engagement with our audiences across multiple platforms.

<p>Communications</p>	<ul style="list-style-type: none"> • Identify and create communications opportunities and prepare appropriate content and materials across multiple platforms. • Build positive relationships with key media representatives. • Research, write and distribute communications content including media releases, social media, fact sheets and other promotional and educational materials. • Organise media interviews either upon request or through proactive news stories that may be of particular interest. • Prepare and/or provide input into the development of customer-related information and publications in the form of brochures, forms, customer newsletters, standard correspondence and their promotion and distribution. • Maintain a media/social media planner for promotion of EGW projects and initiatives. • Regularly prepare and distribute internal communications to staff • Prepare and publish media advertising. • Assist in communications activities for incidents and/or emergency situations. • Be part of an out-of-hours roster for unplanned outages and/or incidents and emergencies.
<p>Engagement</p>	<ul style="list-style-type: none"> • Assist in implementing the EGW Communications and Engagement Strategy. • Assist in preparing and developing engagement strategies and plans. • Prepare communications and engagement materials such as surveys, factsheets, posters, social media, website updates, etc • Collect and analyse engagement data, and develop engagement reports. • Provide advice and support for customer contact information such as planned and unplanned outages, customer service Questions & Answers, etc. • Identify and record local customer, community and stakeholder issues, constraints and needs to ensure timely, relevant, and tailored engagement/consultation occurs. • Liaise with EGW customers and other stakeholders to ensure awareness of sustainability, water treatment processes, recycled water treatment processes and projects. • Prepare and conduct presentations to public interest groups and stakeholders on EGW and related activities. • Liaise with staff on projects that require community notification to ensure appropriate engagement.
<p>Education</p>	<ul style="list-style-type: none"> • Promote water education opportunities to all East Gippsland kindergarten, primary, secondary and tertiary education providers. • Organise and host student and community-based tours of facilities and talks on water education. • Develop educational materials to suit all ages. • Develop and deliver a school incursion program linked to the current Victorian curriculum.

	<ul style="list-style-type: none"> Coordinate National Water Week activities, including a school's poster competition.
Events	<ul style="list-style-type: none"> Attend events to improve community and stakeholder awareness about major projects, water conservation and water-related issues, education programs, engagement opportunities and any other EGW projects or programs. Attend key stakeholder events to develop relationships and help build knowledge to assist with improving communications and engagement at EGW. Maintain an events calendar and promotional items register and ordering.
Sponsorship	<ul style="list-style-type: none"> Assist in administering sponsorship/in-kind support requests. Attend sponsor events as an EGW representative, as required. Maintain the sponsorship register. Administer requests for drinking water fountain installations and mobile water fountain bookings.
Teamwork	<ul style="list-style-type: none"> Is open to new ideas, demonstrate a willingness to change and maintains a positive attitude towards changes. Share information with team members, effectively communicate with management and mentors.
Culture, Values & Behaviours	<ul style="list-style-type: none"> Remain open, available and approachable to all staff within the team, promoting a positive, optimistic and enthusiastic work culture. Support a workplace culture that enables diversity, fair and inclusive practices. Represent EGW Values & Behaviours, including Proudly United, Truly Authentic, Passionately Innovative and Openly Accountable.
Health, Safety & Environment	<ul style="list-style-type: none"> Communicate, apply, and promote Health, Safety and Environment policies, procedures and safe systems of work. Contribute to developing a safe working culture through leading by example and acting responsibly for the safety of self and others. Ensure activities are conducted in accordance with our risk management, environment and workplace health and safety management frameworks.
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. Conduct all customer and employee queries in a sensitive and confidential manner, ensuring the privacy of East Gippsland Water employees and customers.

SKILLS, QUALIFICATIONS & EXPERIENCE

SPECIALIST SKILLS

Required:	Desirable:
<ul style="list-style-type: none"> • Proactive creation of content and maintenance of EGW's web-based/digital platforms and other promotional materials • Identification of communication opportunities and preparation of written, verbal and visual communications for a variety of stakeholders including staff, the general public and media • High level of verbal and written communication skills including the ability to write content for a diverse range of collateral • Preparation of correspondence, media releases and reports on technical and related matters accurately and within the timeframes required • Intermediate digital marketing, photography and videography skills • Demonstrated research and analytical skills and ability to prepare reports on a wide range of engagement activities and issues • Customer consultation and advocacy. 	<ul style="list-style-type: none"> • Advanced digital media and formal design skills.

LEADERSHIP SKILLS

Required:	Desirable:
<ul style="list-style-type: none"> • Ability to communicate, consult and negotiate with industry, individuals, the community generally and groups from various professions and backgrounds. • Strong time management skills with the ability to plan tasks and projects and manage competing priorities. • Exercise high levels of reasoning, judgement, interpretation and problem-solving skills. • Demonstrated ability to exercise independent judgement. 	<ul style="list-style-type: none"> • Ability to provide leadership, guidance, advice and training to other staff.

INTERPERSONAL SKILLS

Required:	Desirable:
<ul style="list-style-type: none"> • The ability to build positive, long-lasting relationships both internally and externally. • Ability to gain co-operation and assistance from, and communicate effectively with, customers, contractors, government agencies, regulators and other staff and counterparts in other organisations. • Demonstrated ability to work in a team environment and provide motivation and guidance on community engagement opportunities and issues. • Ability to influence and maintain confidentiality. • Willingness to follow direction. 	<ul style="list-style-type: none"> • Ability to liaise with counterparts in other organisations and maintain an effective network in order to access information, gain cooperation, seek opportunities and resolve issues.

QUALIFICATIONS

Required:	Desirable:
<ul style="list-style-type: none"> • Formal qualification in communications, engagement or a related field, or equivalent experience of at least three to five years • Current Victorian Drivers Licence. • Working with Children Card or willingness to obtain one. • Compulsory trainings throughout course of employment. 	<ul style="list-style-type: none"> • International Association of Public Participation Australasia (IAP2A) Certificate of Engagement.

EXPERIENCE

Required:	Desirable:
<ul style="list-style-type: none"> • Demonstrated effectiveness in written and verbal communications and presentation of promotional materials to a variety of audiences. • Experience in developing and managing a variety of digital media including website content, social media, e-Newsletters, etc. • Experience in producing and proofreading publications and managing print processes 	<ul style="list-style-type: none"> • At least five years experience working in a communications and/or engagement-related field.

KEY SELECTION CRITERIA

1. Demonstrated ability to proactively identify communication opportunities, including the ability to understand technical information and translate for non-technical audiences.
2. Demonstrated experience preparing content for a variety of media channels including print, broadcast and social platforms.
3. Demonstrated knowledge and experience of community engagement, including experience communicating and tailoring content to suit people across a range of ages and backgrounds.
4. Demonstrated experience and/or an understanding of writing for websites, website accessibility requirements and website content management.
5. Excellent interpersonal skills combined with advanced verbal, written and presentation skills ensuring the ability to communicate effectively with people at all organisational levels.
6. Demonstrated time management and problem solving skills with the ability to prioritise tasks to meet deadlines and ensure quality outcomes..
7. A positive attitude towards personal development including being accountable, innovative, passionate and united to achieve corporate objectives.

For more information about our career opportunities and our current vacancies, please visit www.egwater.vic.gov.au/careers

EGW is committed to embedding and supporting a culture of inclusion through living our organisational Values and Behaviours, and through the principles identified in the Code of Conduct. EGW also respects an Enterprise Agreement made between the Corporation and its employees.