

# Take the plunge.



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Communications & Engagement Officer

Part time to 30 June 2019

Position Description



**WESTERNPORT**  
WATER.

Hours  
that  
work  
for  
you.



TITLE

# Communications & Engagement Officer

BAND

4 (\$57,430 to \$74,082)

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LOCATION

Newhaven Head Office, Phillip Island

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DEPARTMENT

Communications & Engagement

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DIVISION

Customer & Community

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REPORTS TO

Manager Communications & Engagement

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DIRECT REPORTS

Nil

## Position objective

The Communications and Engagement Officer is responsible for assisting in the implementation of key strategic communications for the Corporation, including maintaining customer information channels, and increasing community understanding of water and wastewater management through engagement and education activities.

## Key responsibility areas

Implement effective communications strategies (both internal and external) on behalf of the Corporation and for specific projects.

Create content (both written and visual) consistent with communication strategies tailored to a variety of mediums, including print, web and social media.

Maintain customer information channels, including web and social media, ensuring that information is accurate, up-to-date and easily accessible to customers.

Coordinate and support internal communication strategies, liaising with business areas to ensure information is relevant, targeted and engaging.

Maintain relationships with stakeholders and community organisations to generate understanding and support through community engagement and education opportunities.

Assist in the implementation of corporate communication strategies, including corporate publications.

Schedule, implement, and identify new community-based programs, partnerships, and engagement initiatives.

Act as a contact for, and participate in, community forums, public events, exhibitions, public relations, publications, sponsorship, media promotions, advertising, and market research.

Coordinate meetings, surveys, and other ways for communicating with, and receiving feedback from, the community about Westernport Water initiatives.

## Key selection criteria

Demonstrated experience in a communications and engagement support role or equivalent.

Excellent organisational and coordination skills with the ability to resolve issues and prioritise tasks to achieve objectives within required timeframes.

Excellent communication and interpersonal skills, including the ability to effectively liaise with a wide range of internal and external stakeholders.

Demonstrated ability to contribute to and work as part of an effective team.

Experienced design skills in Adobe Creative suite

Experience using Mailchimp, WordPress and social media platforms desirable.

An underwater photograph showing several people swimming in clear, turquoise water. The scene is captured from an overhead perspective, with the swimmers' legs and arms visible as they move through the water. The lighting is bright, creating a serene and refreshing atmosphere.

Enjoy  
a new  
kind  
of peak  
hour.

## REQUIREMENTS OF THE POSITION

### Qualifications and experience

Tertiary qualification in a relevant field and direct experience coordinating and contributing to community engagement and / or education activities is desirable.

Prior experience in a marketing, communications or education environment.

Current Victorian Drivers Licence.

### Management and interpersonal skills

These positions require skills in managing time, setting priorities, planning and organising one's own work and where appropriate that of other employees so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.

Where management of employees is part of the job, the position requires an understanding of and an ability to implement personnel practices including those related to equal employment opportunity, occupational health and safety and employees development.

These positions require the ability to gain co-operation and assistance from clients, members of the public and other employees in the administration of defined activities and in the supervision of other employees.

All employees in this band must also be able to liaise with their counterparts in other organisations to discuss specialist matters, and with employees in their own organisation to resolve intra-organisational problems.

### Specialist knowledge and skills

Typically, these positions require proficiency in the application of a theoretical or scientific discipline, including the underlying principles as distinct from the practices.

All positions require an understanding of the long term goals of the functional unit in which the position is placed and of the relevant policies of both the unit and the wider Corporation.

Some positions in this band, particularly those where the primary function is to manage resources, require a familiarity with relevant budgeting techniques.

## REQUIREMENTS OF THE POSITION

### Judgement and decision making

The nature of the work is usually specialised with methods, procedures and processes developed from theory or precedent. The work may involve improving and/or developing methods and techniques generally based on previous experience. Problem solving may involve the application of these techniques to new situations. Guidance and advice are usually available.

### Accountability and extent of authority

Positions in this band may manage resources and/or provide advice to or regulate clients and/or provide input into the development of policy.

In positions where the prime responsibility is for resource management, the freedom to act is governed by clear objectives and/or budgets with a regular reporting mechanism to ensure adherence to goals and objectives. The effect of decisions and actions taken at this level is usually limited to the quality or cost of the programs and projects being managed.

Many positions in this band would have a formal input into policy development within their area of expertise and/or management.

In positions where the prime responsibility is to provide specialist advice to clients or to regulate clients, the freedom to act is subject to regulations and policies and regular supervision. The effect of decisions and actions taken in this band on individual clients may be significant but it is usually subject to appeal or review by more senior employees.

Few positions in this band are primarily involved in policy development. Where they are, the work is usually of an investigative and analytical nature, with the freedom to act prescribed by a more senior position. The quality of the output of these positions can have a significant effect on the process of policy development.



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