

## Position Details

**Position Title** Senior Communication and Engagement Officer

**Employment type** Full Time - Ongoing

**Pay Band** 5

**Location** Mildura

**Direct Reports** None

**Reports to** Team Leader Communication and Engagement

**Delegated Authority** E

## Organisational Context

Lower Murray Water (LMW) is a large regional organisation servicing diverse communities across the region, stretching from Kerang to the South Australian border.

A unique organisation, LMW operates both urban and rural water businesses which support domestic and commercial customers from households through to large-scale irrigation operations.

As a leader within the region, LMW has established itself as a major contributor to enhancing regional prosperity, directly impacting social, environmental, and economic benefits.

## Our Values

LMW's Values have been developed by our people and set guidelines of how we will behave in the workplace.

**Deliver** – We strive to deliver the best service to our community and ensure they have secure and reliable water and waste management services.

**Grow** – We strive to continuously develop, learn, and grow both individually and as an organisation.

**Respect** – We celebrate uniqueness and provide an inclusive culture for all.

**Collaborate** – We are a collaborative workplace that provides a supportive, friendly working environment.

**Safe Work Done Well** – We promote a Safety culture which prioritises physical and mental health and wellbeing.

## Position Summary

The Senior Communication and Engagement Officer will play a lead role in strategic communication and engagement activities that strengthen organisational alignment, integrate customer insights and support the delivery of corporate priorities. Bringing strong communication capability, including persuasive writing, clear verbal communication and

the ability to design and implement targeted community education and engagement programs.

This role requires strong strategic and analytical skills, systems thinking and the ability to translate customer and stakeholder insights into actionable communication and engagement strategies.

They will be able to build strong working relationships and manage key stakeholders, customer committees, and relevant local, state and commonwealth government departments to ensure coordinated engagement that enhances customer experience and supports organisational decision-making.

## Key Responsibilities

The Senior Communication and Engagement Officer is responsible for:

- Developing and implementing communication strategies, consultation initiatives and public relations campaigns that are focused on delivering outcomes that are aligned to LMW's Corporate Strategy and LMW's Communication & Engagement Strategy.
- Understanding our customer needs, obtaining insights and supporting the advocacy of our customers and key stakeholders in accordance with IAP2 principles and integrating them into key messaging and programming
- Preparing and implementing communication plans and specific communications for release to internal and external customers.
- Writing, editing, and distributing high quality communication materials and coordinate their distribution across various channels.
- Liaising with government departments and stakeholders where required to facilitate external communications in response to requests and issues.
- Implementing LMW's Communication & Engagement Framework, Strategy and Toolkit.
- Liaising with customers and stakeholders, including collaborating with internal teams and managing government and sector relationships
- Developing and reviewing applicable governance documents, and the providing timely advice relating to these as required
- Coordinating the customer service committees and strategic advisory committee including meetings, interactions and associated advocacy opportunities.
- Developing and implementing community education programs

## Key Behaviours

**Professionalism:** Maintaining a positive attitude, being punctual and reliable, showing empathy and understanding in our interactions and being respectful.

Following workplace policies and procedures.

**Integrity and honesty:** Being open and transparent when making decisions, giving honest and supported advice, exercising power in a fair and reasonable way and addressing unacceptable behaviours in the workplace

**Collaboration and cooperation:** Actively participating in teamwork, sharing ideas and working together towards shared goals and objectives.

**Inclusivity and diversity:** Valuing and respective diversity, treating everyone with fairness and equality, promoting an inclusive and welcoming environment.

**Coaching others:** assist, challenge and encourage others by sharing knowledge, skills and/or experience to help individuals improve performance and achieve goals

## Skills and Experience

- Qualifications in Public Relations / Marketing / Communications or similar
- Experience in a similar role at a senior level.
- IAP2 trained (desirable).
- Knowledge of the urban and rural water industry and the important role it plays in the Sunraysia / Mallee region (desirable).
- Substantial experience and detailed practical knowledge in the formulation and implementation of communication campaigns and stakeholder management strategies and programs.
- Proven ability to design and deliver events and projects on time and within budget
- Have high level communication (written and verbal) skills

## Compliance Requirements

- Driver's Licence
- Criminal background check
- Confirmation of fitness for work
- Working With Children Check

**Signatures:** We certify that the content of this position description is accurate:

### Position Holder:

Date:

Signature:

### General Manager:

Date:

Signature:

## Managing Director:

Date:

Signature:

