

Position description

Position title	<i>Media and Communications Lead</i>
Group / Branch	<i>Strategy and Stakeholder / Marketing, Communications and Engagement</i>
Reports to (Title)	Strategic Communications Team Leader
Competency level	<i>Individual Contributor</i>

Job purpose

Deliver impactful communications focused on our customers, communities, people and environment – innovating with purpose and acting with care as we deliver essential water and wastewater services.

Key accountabilities

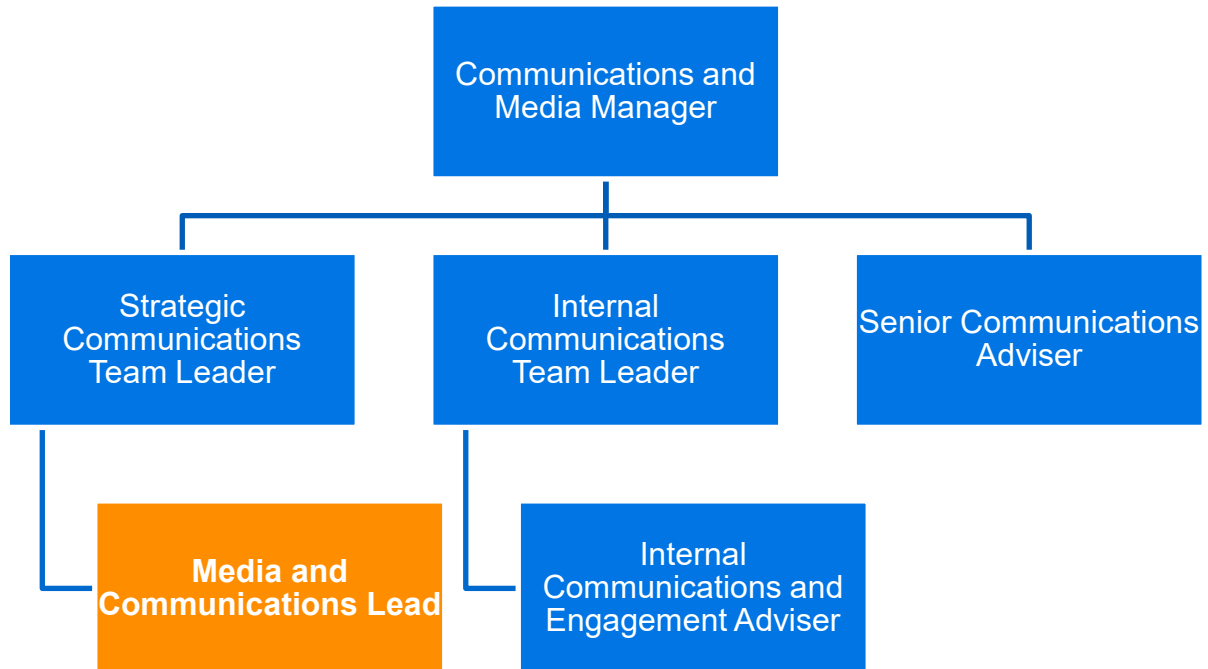
- Lead South East Water’s media relations program, including media releases, media enquiries, industry stories and speeches.
- Develop and deliver public relations and media opportunities relating to the organisation’s strategy and thought leadership framework, including Ministerial and industry events.
- Manage and/or assist with high-quality content for key corporate publications and awards, positioning South East Water as an industry leader.
- Monitor and review media and industry coverage, and prepare reports on a regular basis.
- Advise and support the organisation on the effective use of communications channels to make sure our customers, communities and people receive information in a timely way.
- Contribute to organisational communication activities as required, including general copywriting, briefs and presentations.
- Act as a Public Information Officer in the event of an incident, coordinating the strategy and practical resourcing of our public information response.
- Participate in and respond to an on-call duty roster, in the event of an issue or incident.

Knowledge, skills and experience

- Tertiary qualification in communications, public relations, journalism or related field.
- Minimum 2–5 years’ experience in communications, media or community relations, in a large complex environment balancing proactive and reactive communications activities.
- Experience leading public information in the event of an issue, incident or crisis.
- Experience in handling sensitive, reactive media and developing relationships with media organisations.
- Demonstrated ability to be a team player and build strong relationships with others, effectively working together to get interdependent work done.
- Demonstrated ability to think creatively in continually improving the effectiveness of media and communications to customers, communities and people.
- Demonstrated ability to assess unexpected situations and develop media strategies to navigate through change or uncertainty.
- High-level planning, influencing, negotiation, facilitation and issues and crisis management skills.
- High-level verbal, interpersonal and written skills including an ability to produce communications plans and corporate collateral.

Dimensions

Organisational chart



Number of people managed:

No direct reports.

Size of budget managed:

Not applicable.

Value of assets managed:

Not applicable.

Ensuring a sustainable, resilient organisation:

Authorities outlined in [Instrument of Delegations](#) none

Compliance management responsibilities outlined in the [compliance and obligations register](#) none

Security for Critical Infrastructure identified role: No