

Position description

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

Job Purpose

The purpose of this role is to develop and lead industry-leading communications that harnesses both best practice and emerging communication and media strategies to communicate effectively with customers, employees and external stakeholders.

Key Accountabilities

- Plan, develop and manage a thought leadership strategic framework to position South East Water as an industry leader that meets both strategic goals and business objectives.
- Develop and lead South East Water's strategic communications, to design, plan, map and sequence communications and engagement, for key projects and initiatives.
- Provide leadership, development and management of a strategic calendar of events, awards, and public relations opportunities relating to the thought leadership framework.
- In collaboration with senior leaders and Executive team members, lead the development strategic and aligned content/speeches to position South East Water as a leading organisation within the utility sector, with government, prospective employees and other key stakeholders.
- Manage partnerships with agencies, consultants and freelancers to deliver core requirements of the thought leadership framework.
- Develop and manage strong relationships with internal stakeholders and external stakeholders (industry, departmental and Ministerial) to support the delivery of shared business goals related to South East Water's thought leadership positioning, and engage and communicate with employees, industry and customers on key strategic projects when required.
- Effective leadership, delegation, coaching and development of the strategic communications function.
- Identify, write edit and proofread copy for various internal and external communications as required.
- Provide high-level communications and media advice and assistance to the Managing Director, Executive team and senior leaders, as required.
- Write, edit and project manage briefs and act as liaison point between external clients, including consultants, photographers, videographers and copywriters as required.

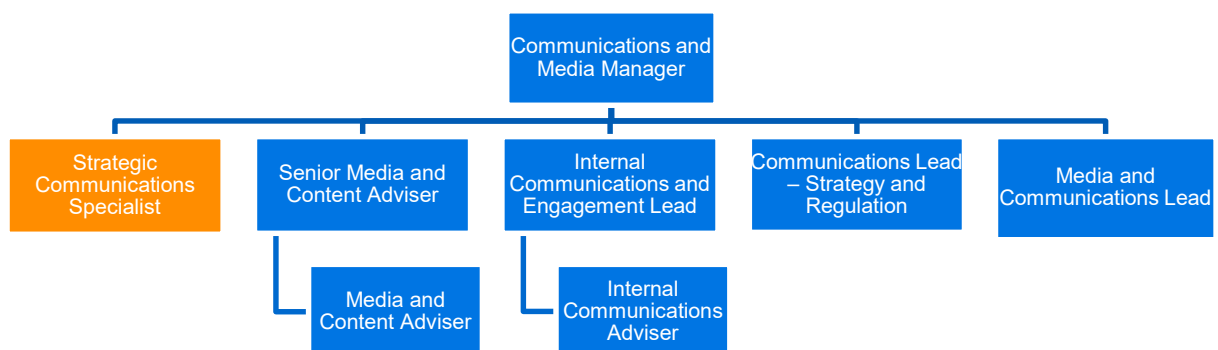
- Provide advice and support to teams across the organisation on the effective utilisation of all communications channels to ensure our customers and employees receive information in a timely and effective way.
- Assist with on-call/after-hours duties and incident management duties where required, including development and implementation of communications and media plans.

Knowledge, Skills & Experience

- Tertiary qualification or 10+ years relevant industry experience in communications, marketing, public relations or related disciplines.
- A 'customer first' mindset.
- Experience in the development and delivery of internal and external communication strategies.
- Experience in developing strong strategic relationships with media organisations.
- Issues and crisis management experience.
- Experience in end-to-end development and/or evolution of an organisation's communication strategy and demonstrated positive impact.
- Experience and delivery in an environment undergoing significant digital transformation and/or disruption.
- Ability to manage and deliver within a complex, political/regulated and highly collaborative environment.
- Exceptional written and verbal skills with experience in preparing Board and Executive Level papers and reports.
- Proven ability to be visionary, conceptual, and creative coupled with a strong delivery and results focused approach.
- Strong stakeholder management, strategic and analytical skills.

Dimensions

Organisational Chart



Number of people managed:

Nil.

Size of budget managed:

N/A.

Value of Assets managed:

N/A.