

JOB PROFILE FORM

1. JOB DETAILS

WAP (Admin ONLY):

Position Title: Communications Specialist

Team: Brand, Communications and Channels

Division: Strategic Communications

Group: Strategy & Community

Reports to (Role Title): Communications and Channels Manager

Number of Direct Reports: N/A

Budget Mgt Accountability (Opex & Capex Amounts): N/A

2. WHAT DOES THIS JOB DO?

Job Purpose:

The Communications Specialist develops and delivers strategic communication initiatives that enhance Yarra Valley Water's reputation, influence customer and community perceptions, and support organisational priorities. The role provides expert communications advice, develops integrated communication approaches, and works collaboratively with stakeholders to deliver effective engagement, communication outcomes and continuous improvement across internal and external channels.

Responsibilities (20 dot points or less):

- **Provide strategic communications expertise, guidance and advice** to key business initiatives.
- **Create and implement strategic communication plans** for both internal and external audiences, ensuring alignment with content strategy and/or project goals.
- **Lead effective project management** of communication initiatives across external, internal, and owned channels, including events and staff engagement activities.
- **Produce engaging written and visual content** to improve organisational effectiveness, culture and reputation, and drive customer and stakeholder engagement.
- **Monitor, evaluate and apply audience insights, performance data and industry best practice** to continuously improve communication effectiveness and stakeholder outcomes.
- **Develop frameworks, processes, and guidelines** to evaluate and improve communication approaches, aimed at shifting consumer behaviours and enhancing stakeholder engagement.
- **Advocate and collaborate with internal stakeholders** to ensure effective communication strategies are developed to align with corporate strategy goals and organisational wide key messages (or/ and support overarching content strategy objectives)
- **Identify and leverage opportunities for channel improvements** using emerging technologies to enhance customer and stakeholder engagement.
- **Develop and foster trusting relationships** with internal and external stakeholders to ensure effective communication and engagement.

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- **Support a consistent approach to messaging, brand and organisational positioning**, ensuring all content and activities reflect YVW's brand, tone and reputational standards.

3. WHAT ATTRIBUTES ARE REQUIRED TO UNDERTAKE THIS JOB?

3A. WHAT KEY SKILLS OR EXPERIENCES ARE REQUIRED TO COMPLETE THIS JOB?

Skill/ Experience	Level of Skill/ Experience i.e. Basic / intermediate/ Advanced	Years of Experience
Experience in developing and delivering high quality communication strategies and plans	Advanced	5 years
High level organisational skills with proven ability in setting priorities, managing multiple tasks and meeting tight deadlines	Advanced	
Sound understanding of communication principles, including writing for the web, Plain English and usability	Advanced	5 years
Ability to advise business leaders on communications solutions to business problems and opportunities	Intermediate	5 years
Demonstrated ability to interpret, summaries and present complex and detailed information	Intermediate	
Relationship management skills, with the ability to work with and gain the co-operation of people from all levels within the organisation and manage stakeholder expectations	Intermediate	
Expertise in Microsoft Word, desktop publishing, PowerPoint, website content management systems and presentation skills	Intermediate	

3B. WHAT DEVELOPMENT BUILDS THE CAPABILITY FOR THIS ROLE?

PEEPS will capture training or certifications that a person requires to undertake their job activities. When completing this section, do not only consider performance effectiveness, but also consider auditing and safety compliance requirements. When a person is associated with a job, but does not have the required skills, the manager and person will be notified.

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Qualifications / Certificates	Mandatory/ Highly Desirable/ Suggested?	Method of Training (e.g. certificate, ticket, observation, on-the-job etc....)	Renewal Required (Y/N/Unsure)	Renewal Frequency (e.g. Never, 1 year, 5 years etc....)
Degree in Communications, Marketing, or equivalent	Mandatory			
Post Graduate qualifications in communications or equivalent	Highly Desirable			

3C. WHAT ARE THE CRITICAL PERSONAL ATTRIBUTES REQUIRED FOR THIS JOB?

Personal Attributes <i>i.e., such as resilience, emotional intelligence</i>	• Results focused • Strategic perspective • Excellent communication and relationship management skills • Self-management personal insight and self-regulation • Customer focused • Adaptable and flexible • Resilient and pragmatic • Innovative and creative thinker • Team player, collaborative and people skills
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3D. WHAT ARE THE KEY PHYSICAL, PSYCHOLOGICAL OR ENVIRONMENTAL REQUIREMENTS OF THE ROLE?

Key requirements <i>i.e. required to lift heavy boxes, repetitive work, dealing with irate customers</i> <i>Note: some field-based roles will need to complete additional requirements for the role</i>	Hybrid working - meeting stakeholders, leaders and impacted teams at the Mitcham office and at other sites as directed (e.g. treatment plants) to build a strong understanding of the YVW "business" and to develop effective relationships with stakeholders. This role may require out of business hours responses due to the nature of the role and the operational requirements.
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4. WHAT CAREER PATH IS POSSIBLE IN THIS ROLE

PEEPS will hold career path information for jobs within the organisation. This will feed into the PEEPS career and succession planning functionalities. For this job, consider what jobs within the organisation precede and proceed this from a career pathways perspective. Feel free to enter more than one job.

Role before (Name, Team, Division)	
Role after (Name, Team, Division)	Communication Manager, Strategic Communications

5. CHECKPOINT

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Is this a <i>Critical Worker</i> role requiring an AusCheck	☒ No ☐ Yes
Does this role require	☒ Police check ☐ Working with children ☐ Victorian Drivers License
Comments	