

Position Description

POSITION TITLE: Communications and Digital Content Officer	REPORTS TO: Manager Community and Communications
Pay Band: Band 2	
ORGANISATIONAL CONTEXT	
<p>Lower Murray Water (LMW) operates along the Murray River, from Kerang to the South Australian border, in the municipalities of Gannawarra, Swan Hill and Mildura. We provide this extensive region with urban water and sewerage treatment, supply and disposal; river quality water for stock and irrigation; and collection and disposal of subsurface irrigation drainage. Our goal is to contribute to the economic, social and cultural development of our region and its many communities with environmentally responsible and sustainable water management.</p>	
PRIMARY OBJECTIVES	
<p>The Communications and Digital Content Officer is responsible for developing high quality written and digital content to support LMW to achieve its operational and strategic objectives and meet stakeholder expectations. This role assists in building connection, trust and engagement between LMW and its employees and customers maintaining the Corporation’s written and digital communications presence.</p> <p>The successful incumbent will use their strong written and verbal communication skills, attention to detail and digital creation skills to develop high-quality and consistent corporate branding, achieved through the provision of quality graphic design and associated content creation, to increase stakeholder awareness of LMW and its services.</p> <p>The Communication and Digital Content Officer will work across a small Community and Communications Team within the Customer Operations division.</p>	

KEY ACCOUNTABILITIES		
KEY RESULT AREA	MAJOR ACTIVITIES	PERFORMANCE INDICATORS
Leadership	<ul style="list-style-type: none"> • Represent the Corporation in a professional manner at all times. • Initiate opportunities for improved representation of the Corporation's brand and services. • Support all areas of the Corporation through identifying and implementing communication opportunities. • Promote a culture that encourages risk discussions by integrating risk management into normal business practices. 	<ul style="list-style-type: none"> • Adherence to expected behaviours, policies and procedures. • Application of high-quality written and digital content. • Well-supported internal stakeholders.
Customer	<p>Internal and external:</p> <ul style="list-style-type: none"> • Design artwork, develop and implement creative, relevant and engaging content across all digital platforms to promote key messages, generate discussion and improve awareness of the Corporation's projects and services among customers and stakeholders. • Demonstrate excellent writing and communication skills to prepare content for external, internal and digital audiences. • Demonstrate creativity and innovative ideas to create and publish effective content. • Design and edit written and digital content whilst adhering to LMW's Branding Guidelines. • Write, edit and proofread written and digital communications to ensure accuracy and consistency of LMW's style guidelines. • Provide advice to internal stakeholders on communications planning and implementation. • Attend engagement events to represent the Corporation 	<ul style="list-style-type: none"> • Written and digital content produced in line with best practice with minimal amendments required. • Increased following and participation from digital audiences (customers, staff, broader community and other stakeholders). • Responsibilities are completed with a high level of attention to detail, accuracy and confidentiality.

KEY ACCOUNTABILITIES		
KEY RESULT AREA	MAJOR ACTIVITIES	PERFORMANCE INDICATORS
Safety	<ul style="list-style-type: none"> • Promote a culture that encourages safety discussions by integrating safety into normal business practices. • Active participation in safety meetings, training and other requirements determined by the Corporation’s OH&S management system. • Ensure practices and actions undertaken assist LMW to provide a safe workplace that is free of harm from all forms of bullying, harassment, and discrimination. • Contribute to the bi-annual Global Safety Index (GSI) survey process. • Ensure all safety policies and procedures are demonstrated within all written and visual content. 	<ul style="list-style-type: none"> • Participation in safety conversations. • Reporting of incidents and near misses. • Participation in GSI survey process.
Efficiency	<ul style="list-style-type: none"> • Develop, implement and monitor social media and digital strategies to inform the community about LMW services and projects. • Promote and improve LMW’s reputation and enhance community understanding of LMW’s role, services and achievements. • Maintain and create content for LMW’s website with latest news, events and publications. • Create interesting and effective content suitable for use on social media and digital platforms as well as traditional print publications. • Track social media and website analytics and create reports detailing successes and improvement areas. • Incorporate customer and internal stakeholder feedback into communications activities. 	<ul style="list-style-type: none"> • Consistent, accurate and clear content that aligns with the Corporation’s goals, strategies and core functions. • Increased engagement through LMW’s social media channels. • Website content is up to date and contemporary.
Capital	<ul style="list-style-type: none"> • Coordinate and commission communication products and services. 	<ul style="list-style-type: none"> • Considered and documented value for money decisions relating to provision of goods and services.

LEVEL OF AUTHORITY
Delegation Category G as per the current Instrument of Delegation.
NUMBER OF REPORTS
Direct Reports: Nil Indirect Reports: Nil
SKILLS AND BACKGROUND REQUIREMENTS
<p>Formal qualifications:</p> <ul style="list-style-type: none"> Desirable - Appropriately qualified with certificate(s) or diploma(s) in a relevant field or significant relevant experience (communications, public relations, digital communications or marketing experience desirable). <p>Leadership:</p> <ul style="list-style-type: none"> Willingness to develop required knowledge and skills. Ability to work independently, results-focused, self-directed and able to operate as part of a team. High level stakeholder management, negotiation and influencing skills including proven ability to exercise sound judgement in facilitating stakeholder engagement. High level organisational and planning skills, including the capacity to work to deadlines, set priorities and adjust in a dynamic environment. Strong verbal and written communication skills with a high level of attention to detail, accuracy and confidentiality. <p>Customer:</p> <ul style="list-style-type: none"> Ability to recognise, value and focus on customer requirements, expectations and perceptions. Commitment to achieving results to provide high level service delivery to the Corporation's customers and internal stakeholders. <p>Safety:</p> <ul style="list-style-type: none"> Understanding of safety management systems. Lead by example to support a safety-first culture.

Efficiency:

- Strong interpersonal communication skills.
- Thrive in a fast-paced and often responsive, essential services environment.
- Positively react and respond to change, in an agile climate.
- Produce accurate and high-quality communication content.
- Advanced computer skills in relevant software packages and platforms.

Capital:

- Ability to source relevant products and services, demonstrating value for money outcomes.

Compliance Requirements:

- Driver's licence.
- Working with Children Check.
- Compliance with criminal background checks.
- Confirmation of fitness for work.
- Proof of Vaccination in accordance with LMW's Vaccination Policy or a valid medical contraindication.

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

Position holder:

Date:

Signature:

General Manager:

Date:

Signature:

Managing Director:

Date:

Signature: