



Job Profile

Senior Advisor Employee Communications

Group: Customer and Stakeholder Engagement

Job Summary

To be completed by People and Culture team			
Job Family	Communications and Marketing	Career Stage	E
Job Function	Communications	Career Stream	Professional
Coverage EA = Enterprise Agreement ICE = Individual Contract of Employment	ICE	Last Modified Date	17/08/2021
To be completed by Manager ~ (Team Size relates to People Leadership)			
Work Environment	Hybrid	Team Size	
People Leader	No	Indirect Team Size	

Who we are.

At Sydney Water, we exist for our customers. We're more than 3,500 people working together, striving to do more and be better—better for the environment, our customers, our people, and our water. Our people are passionate about working together, and driving agility, accountability, innovation, sustainability, and exceptional customer experiences.

Sydney Water is the main provider of water, wastewater, recycled water, and stormwater services in Greater Sydney. Our employees are dedicated to our customers, ensuring services are reliable and affordable, we are proactive and easy to engage with, forward-thinking, and environmentally focused.

Working with us means helping to provide essential services, safeguarding Sydney's future with a sustainable water supply, and protecting our iconic waterways. Our strategy guides our journey to enhance customer outcomes and continue delivering robust services to our city into the future.

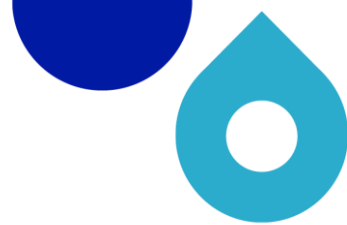
Job Purpose

Develop strategic employee communication plans and deliver business communication initiatives for the enterprise. Collaborate with General Managers and heads of functions to identify and deliver major employee communication that supports, contributes to and is aligned with Sydney Water's Strategy. Implement Sydney Water's employee engagement and communication strategy working with the Manager Employee Communications, People and Culture and the Executive. This role will also work closely with the Brand, Media and Marketing team and other internal steering committees on the delivery of employee-related events



Accountabilities

Job Specific	• Lead the development, delivery and implementation of employee communication and engagement strategies to promote the brand, protect reputation, manage issues and deliver successful programs. • Deliver employee communication plans that contribute and align to Sydney Water's strategy and business plans. • Deliver group communication strategies for major internal projects, identifying opportunities and risks early, developing and implementing messaging, Q&As and engagement plans with appropriate measures of success. • Collaborate with and influence Heads of Business, and the relevant General Managers to adopt sound employee engagement approaches. • Provide advice and help deliver business-specific communications aligned to the enterprise Culture Plan and employee engagement initiatives. • Develop a solid understanding of the business and build trusted internal relationships that support the delivery of highly-effective strategic communication and engagement outcomes. • Provide input into reports including employee engagement, issues status, and evaluate and report on internal communication deliverables and channels. • Provide input into the group employee engagement and communications plans that address organisational objectives for the various audience segments (leadership, office and field staff, contractors). These plans will be informed by the results of culture survey and ongoing employee and communication surveys. • Ongoing analysis of communication and engagement channels to identify improvement needs and opportunities. • Provide advice and planning to support best practice employee engagement and communication that drives performance and business results. • Research and implement best practice approaches and methods to communication and engagement, that take into account new technologies, employee insights, attitudes and preferences. • Support the business to deliver communication activities to the group, including employee road shows, briefings, speeches, presentations, and other communication requirements • Provide mentoring, support, technical advice and training to team members. Identify capability gaps and collaborate with your manager to improve team effectiveness. • Provide input to prioritisation and daily task allocation as required by your manager
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Role Requirements

Education / Qualifications

Required	Degree qualifications in communications, business, journalism/marketing, human resources or a related field.
Desired	

Certifications / Licences

Required	
Desired	

Experience

Required	- Minimum 5 years' experience working as a senior employee communications, strategic communications or corporate affairs advisor in a major corporation, government department or agency environment - Builds constructive and effective relationships to develop a deep understanding of business needs and objectives to tie communications work directly to desired business outcomes - Demonstrated ability in design, delivery and implementation of proactive communication and engagement plans - Experienced in crisis communication and emergency management communications supporting multiple stakeholders - A strong team player with proven ability to collaborate with others to achieve goals - Highly developed written and verbal communication skills including strong corporate and policy communication skills - Strategic thinker with proven planning, influencing, negotiation and facilitation skills - Strong capability in assessing reputational issues and risks to the business and developing sound crisis management tactics - Strong project management skills - Ability to manage and prioritise projects and working to tight deadlines, across multiple stakeholders - Creative thinker with demonstrated ability to develop strong and trusted relationships and influence key stakeholders - Strong news sense and political acumen including ability to think outside the square and identify opportunities to promote business successes and achievements - Understanding of digital and emerging communications and engagement techniques
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	• Has a strategic approach to business with advanced skills in co-creating and implementing communication plans that add value and support business objectives • Experienced in operating in a matrix environment with the flexibility to manage multiple projects and meet tight deadlines • Works well under pressure and is flexible and adaptable to respond to unplanned and unexpected events and issues/crisis • Distils complex concepts and information into accurate, concise and simple messages that are easily understood and meaningful • Uses active listening techniques to identify highest impact opportunities for communications • Ability to understand and communicate complex business, legal, regulatory and technical issues clearly and accurately as it relates to the employee population • Ability to develop and implement strategies and plans in a complex organisation (reputation management, culture and behavioural change, business and industrial reform) • Ability to influence senior leadership and partner with them to achieve corporate priorities.
Desired	•



Capabilities and Skills

The capability and skill requirements for this role are identified in the skills profile listed below. This is comprised of Enterprise Capabilities, that are essential for all roles and functional skills, which are specific to each role.

Enterprise Capabilities (C-E)			
Capability	Descriptor		
Accountability	Ensures that own actions and those of others are focused on achieving goals and owning the outcome, in a safe, inclusive collaborative way.		
Agility	Adapts readily to change and encourages alternative views by using a range of interpersonal communication skills. Develops and coach's others while being aware of impact on others.		
Innovation	Develops innovative outcomes to solve problems in ways that are not immediately evident and encourages new ideas and thinking in others.		
Functional Skills			
Skill	Priority	Essential or Desirable	Proficiency level
Strategic Communication	1	Essential	Advanced
Engagement Marketing	2	Essential	Advanced
Writing	3	Essential	Advanced
Relationship Building	4	Essential	Advanced
Stakeholder Management	5	Essential	Advanced
Project Management	6	Desirable	Advanced
Risk Management	7	Desirable	Intermediate
Self-Motivation	8	Desirable	Advanced
Influencing Skills	9	Desirable	Intermediate
Proficiency Level Descriptors			
Developing - Building practical experience, needs continued coaching.			
Intermediate - Independent execution, minimal guidance.			
Advanced - Fully independent execution, coaches' others.			
Mastery - Strategic, sought as expert internally and externally.			

Sydney Water takes the safe provision of its services to the public and the protection of its information assets extremely seriously. As a Sydney Water employee, you are required to understand your obligations under the [Acceptable Use of Information Technology Policy](#) and how Sydney Water's Information Technology is to be used. You must also help keep your workplace secure by ensuring you do not enable non-authorised people access to sites, maintain the integrity of locked entries and exits, and where appropriate, alarms being engaged.

Sydney Water requires all users to embrace and adhere to all enterprise and protective security policies, awareness programs and frameworks for Sydney Water assets.