



Position Overview

Position Title	Senior Communications Advisor
Business Unit	Strategic Engagement
Remuneration Type	Indoor EA Level 6
Reports to	Communications Lead
Direct Reports (role)	N/A
Location (s)	Flexible
Success Profile	2.1 Communications Role Success Profile
Delegation Level	N/A

Our Values



INNOVATION

We seek new ways of doing things better



HONESTY AND INTEGRITY

The work we do is always and only in the best interests of our customers, stakeholders, community and the environment



RELIABILITY

We mean and do what we say



ONE TEAM

No one succeeds at the expense or exclusion of others



EFFICIENCY

We don't waste time, money or effort



SAFETY

We think, walk and talk safety every day

Behavioural Capabilities



SAFETY

I work safely, and encourage my team members to do the same



AGILITY

I seek new and better ways of doing things



CUSTOMER CARE

I consider how customers are affected by my work



COLLABORATION

I am a team player – we are better together



ACCOUNTABILITY

I mean and do what I say

Position Purpose

Working within a small team, the Senior Communications Advisor will be an experienced communications professional, proficient in a broad range of communications disciplines and focused on providing colleagues across the organisation with advice and support for implementing communications plans.

Working closely with key internal and external stakeholders, the Senior Communications Advisor will have strong skills in public relations, stakeholder communications, copywriting, preparing awards submissions and the production of strategic collateral such as videos and strategic documents. These skills will be critical to the delivery of timely, integrated and relevant communications that support the organisation's strategic direction.

This role will be responsible for working on complex strategic projects contributing to developing and implementing communications campaigns, led by data and insights, which create awareness and position Unitywater in the community and industry against its vision and product attributes. A particular focus for this role is developing and implementing intranet, website, social and digital media campaigns and tools to meet the needs of the organisation and its priorities. The role will also provide support to the Communications Advisor.

To ensure all external communications are clear, concise and effective, and minimise reputational risk, the Senior Communications Advisor will provide senior level communications support across the business as required, defining communication goals, objectives and developing specific action plans for a variety of corporate projects.

Position Accountabilities

Key functions of the role include:

- Assist the Communications Lead to develop and implement the Communications Strategy for Unitywater programs and projects across the business.

- Provide expert advice to complex strategic projects which support the achievement of the Strategic Ambition, including influencing key stakeholders through expert knowledge of communication approaches.
- Provide input and support for delivering events, communication plans preparation of corporate publications and tools, and website, social and digital media campaigns.
- Work in partnership with all areas of Unitywater, in particular the Customer and Community Business Unit, to achieve corporate internal and external communication objectives and targeted market responses.
- Work collaboratively within a small team of communications team members.
- Proactively identify and manage potential issues within a fast-paced and high-pressure environment.
- Build relationships and establish positive working partnerships with internal and external stakeholders and branch personnel to achieve positive outcomes for the organisation and support Unitywater's business activities and reputation.
- Drive the contribution to communication, media and public relations strategies and activities, including ensuring brand integrity across all communications, tools and publications for the organisation.
- Oversee the coordination of the website, social media and digital media communications and assist the preparation of corporate publications to consistently and professionally convey Unitywater's brand image and strategic priorities.
- Research, prepare and produce awards submissions in consultation with key internal stakeholders.
- Occasional after-hours and weekend work to oversee Unitywater's brand presence at events, assist with communications management and public relations, and to contribute to Incident Management responsibilities when required.
- Actively innovate and improve strategies, processes, systems and processes within the Communications and Marketing team and across the organisation.
- Support and role model the WH&S policies, procedures, and practices of Unitywater as amended from time to time.
- Participate in Unitywater safety audits and inspections to demonstrate visible safety leadership and participation.
- Such other relevant duties as required from time to time which would generally fall within the skill and knowledge requirements for this position.

Key Relationships

Key working relationships internal and external to Unitywater are:

- Strategic Engagement, Executive Manager
- Manager, Brand, Communications and Media
- Communications Lead'
- Communications Advisor
- All Business Units across Unitywater
- External Stakeholders

Capability Requirements

The requirements for the position are:

- Tertiary qualifications in communications, marketing or public relations;
- At least 8 years in a communications role is required; and
- C Class Driver's License.
- Current Queensland Working with Children Check Blue Card

Within the context of the duties and accountabilities described above, the ideal applicant will be someone who has:

- Thorough knowledge and experience of communications practices, directions and trends across a range of communications disciplines;
- Demonstrated ability to deliver and evaluate communications strategies to support program outcomes, business goals and stakeholder management objectives;
- Demonstrated experience in developing and maintaining positive working relationships to influence a diverse range of stakeholders in a customer-focused environment;
- Proven communications and stakeholder management experience in complex, multi-functional organisations with multiple external stakeholders;
- Extensive experience in establishment and delivery of communications and marketing activities in an environment of organisational change with proven ability to manage conflicting timeframes and stakeholder expectations;
- Experience in digital platforms and creating digital content, not limited to Content Management Systems, social media, and video and audio file packages.
- Ability to understand stakeholders, audiences and business and environmental issues to successfully deliver outcomes that are consistent with organisational direction;
- Demonstrated expertise and excellent written and interpersonal communication skills with proven high-level researching, professional and corporate writing, editing, proofreading and presentation skills for a range of projects and audiences; and
- Flexibility and composure in complex, sensitive or difficult situations to manage these to positive outcomes for the business. Excellent interpersonal and relationship management skills with demonstrated ability to work effectively with internal and external stakeholders.
- Demonstrated ability to research and problem-solving skills including the ability to synthesise and summarise complex issues, identify contentious and emergent issues and where appropriate develop potential recommendations and/or implement options for their resolution.
- Well-developed people and relationship skills, with the ability to participate as part of a team or autonomously, lead and support others, contribute to a positive work environment and project a professional image.
- Well-developed time management skills and organisational skills and ability to independently prioritise and coordinate a range of tasks to meet deadlines.
- Ability to manage budgets
- Extensive experience in Sharepoint, Sitecorp and Adobe Creative Suite software



After Hours Service

This role will be required to participate in after-hours work and be part of an on call roster as the need may arise to ensure the continuity of service to Unitywater's customers