

# Position Description



## Relationships Engagement Manager

**Portfolio: Corporate Affairs**

**Reporting to Manager: Manager Stakeholder Engagement**

### Position Purpose

Develop, lead and deliver the stakeholder engagement strategy and processes to increase our profile and awareness of our urban and regional presence, while building trust and respect for WaterNSW with our stakeholders and the community. Develop and deliver a planned and structured calendar of engagement events, working with the communications team, to ensure relevant, timely and accurate information is provided to meet the community needs. Respond to and manage unplanned issues and events as they arise.

### Key Accountabilities

1. **Safety:** ensure all activities are undertaken with the safety of our people as the number one priority and always role model safe behaviour.
2. **Values:** behave and make decisions in accordance with the WaterNSW Values at all times.
3. **Leadership:** delivering strategic priorities and developing the culture, capability, and performance of our people.
4. Develop and implement the stakeholder engagement strategy and plan, to ensure implementation of timely, fit-for-purpose, and technically sound project and stakeholder engagement to support the achievement of WaterNSW goals.
5. Develop and implement a calendar of engagement events to proactively share information and build relationships with the community and stakeholders.
6. Build and manage relationships, consulting, communicating and leading conversations with a diverse range of viewpoints.
7. Drive awareness of WaterNSW's regional footprint through strategic initiatives and events. Provide advice and support internal teams, such as Operations, on the development and delivery of tailored engagement materials including key messages, presentations, newsletters, speaking notes, corporate reports, as well as coaching and support for delivery.
8. Lead a proactive communications strategy, in conjunction with the Strategic Communications team, to ensure customers and stakeholders receive timely, accurate and valuable information.

9. Identify and manage WaterNSW's relationships, in conjunction with the Government Relations and Media team, with the appropriate government agencies to provide internal advice to relevant staff and externally to customers and stakeholders.
10. Be a direct point of contact for stakeholders and manage stakeholder support as and when needed including during situations of crisis or incident management, and heightened emotions.
11. Lead and manage the team, translating the stakeholder engagement plan to projects, deliverables and metrics to drive performance. Adjust workflows, resourcing levels and work volumes to support delivery on competing projects.
12. Provide support and specialist advice to the Manager Stakeholder Engagement and other senior personnel across the organisation regarding engagement matters and reporting of performance.

## Key Challenges

- Ability to lead and manage a remote team, in accordance with the WaterNSW values, to produce high quality results across a breadth of projects and channels with concurrent deadlines.
- Driving a proactive engagement and communications agenda while bringing an external, public affairs lens to issues and opportunities.
- Delivering in context of responsive a changing / unpredictable environment including incidents and emergencies (eg floods and droughts).
- Managing sensitive issues and relationships where stakeholders may be in crisis or experiencing heightened emotions and be a direct point of contact.
- Providing effective, accurate and timely advice balancing the needs of WaterNSW and our customers

## Significant Internal Relationships

Stakeholder	Purpose of Relationship
Corporate Affairs portfolio Operations	<ul style="list-style-type: none"> <li>• Collaborate and ensure communication plans are coordinated and aligned and drive consistency of message</li> <li>• Provide timely advice and support for external communication opportunities and issues</li> </ul>

- Work closely with the local operations teams to provide support and guidance on complex and sensitive issues

## Significant External Relationships

Stakeholder	Purpose of Relationship
<p>Key interest groups, peak bodies and industry groups</p> <p>Customer Advisory Groups</p> <p>Various Government Departments, including Local Government</p>	<ul style="list-style-type: none"> <li>• To ensure WaterNSW continues to engage with customers to provide timely and accurate information to build trust and credibility</li> <li>• Understand customer requirements and to provide value to customers on an ongoing basis</li> <li>• Work across government agencies to understand the water industry and how we can best support our customers</li> </ul>

## Delegations, Financial Accountabilities & Freedom to Act

- As defined in the WaterNSW Financial Delegations as varied from time to time.

## WaterNSW Leadership & Performance Competencies

People	Level	
Communicating with Influence	C	<ul style="list-style-type: none"> <li>• Generates interest in complex ideas and concepts</li> <li>• Builds support by taking the time to educate and consult others</li> <li>• Uses storytelling effectively to meaningfully convey key messages</li> </ul>
Driving performance	-B	<ul style="list-style-type: none"> <li>• Ensures the team has the capability and resources required to undertake work effectively</li> </ul>

		<ul style="list-style-type: none"> <li>• Monitors team's progress in achieving goals; takes action to keep the team on track and recognise achievements</li> <li>• Works with team members to develop SMART goals</li> <li>• Listens to and involves others in team decisions and actions; values and utilises individual differences and talents.</li> </ul>
--	--	---

Customer	Level	
Partnering & Advice	B	<ul style="list-style-type: none"> <li>• Engages in a productive dialogue with the customer to consultatively identify a solution</li> <li>• Provides credible advice for customers based on an understanding of the underlying issue</li> <li>• Knows when to draw on additional resources to provide appropriate support and advice for customers</li> </ul>
Collaboration & Engagement with Customers & Stakeholders	C	<ul style="list-style-type: none"> <li>• Proactively builds relationships internally and externally to positively impact the business</li> <li>• Actively engages with customers and stakeholders to understand concerns and leverage opportunities for adding value</li> <li>• Initiates and maintains extensive networks to enable the achievement of business objectives</li> </ul>

Business	Level	
Analysis & Problem Solving	B	<ul style="list-style-type: none"> <li>• Takes a broad view when analysing complex and ambiguous situations</li> <li>• Recognises patterns and draws linkages between data and/or situations</li> </ul>

		<ul style="list-style-type: none"> <li>• Develops long term solutions that address the root cause of problems and prevent recurrences</li> <li>• Selects and uses problem solving tools appropriate to the problem and the context</li> <li>• Evaluates the effectiveness of implemented solutions</li> <li>•</li> </ul>
Planning & Delivering Results	C	<ul style="list-style-type: none"> <li>• Defines and constructs the parameters, processes and resource requirements for successful delivery of initiatives</li> <li>• Develops plans according to stakeholder requirements, and business context</li> <li>• Regularly reviews plans and performance, and revises according to risk or impacts</li> </ul>

## Mandatory Candidate Requirements

### Qualifications:

- Bachelor's degree in Communications, Public Relations or a related field or equivalent experience.

### Knowledge:

- Strong understanding of the agricultural industry and its relationship with regional communities
- Excellent understanding of stakeholder management strategies, stakeholder mapping and the importance of two-way communication
- Ability to think strategically and to consciously join dots and bring an external (public affairs) lens to issues and opportunities
- Demonstrated ability to collaborate with cross-functional teams
- Strong interpersonal skills with the ability to handle crisis situations calmly and effectively.
- High level ability to successfully manage a wide range of complex and competing tasks and objectives, and to respond to significant demands quickly and adapt to dynamic environments.

- High level interpersonal, oral and written communication skills, with a demonstrated ability to negotiate and influence outcomes.
- High level conceptual and analytical skills, with a demonstrated ability to resolve issues.
- Strong level of personal resilience and tenacity

**Experience:**

- Extensive experience in stakeholder engagement
- Extensive relationship management skills with the ability to consult, communicate and lead conversations with a diverse range of viewpoints.
- Experience in deploying an external, public affairs lens to drive a proactive engagement and communications
- Experience building and fostering external networks to develop and maintain best practice knowledge
- Strong leadership and team management skills.

**Favourable Candidate Requirements**

- IAP2 qualifications or accreditation
- Experience working in Regional NSW
- Experience or understanding of the water system in NSW
- Post graduate qualifications

**Pre-Employment Checks Required**

- Identification
- Qualifications
- Drivers Licence
- Pre-employment Medical – Office Based
- Police Check