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| **Title:** | Team Leader Communications |
| **Position number:** | 8213 |
| **Classification:** | Level 4 Zone B |
| **Group:** | Customer Engagement Group |
| **Reports to:** | Manager Communications and Engagement |

# Position overview

This role has primary responsibility for communications content development and digital communication channels to uphold Icon Water’s internal and external brand, messaging and reputation. This is a leadership role in the Customer Engagement Group.

Icon Water Limited (Icon Water) is an unlisted public company that is wholly owned by the ACT Government. Icon Water:

* manages over $2b of water and wastewater assets with $300m annual revenue;
* holds a 50% interest in ActewAGL Distribution which owns over $1.4b of electricity and gas distributions networks; and
* holds a 50% interest in ActewAGL Retail which holds a majority market share in the ACT electricity and gas retail market with a turnover of over $600 million.

Icon Water’s voting shareholders are the Chief Minister of the ACT and the Minister for the Environment and Heritage. Icon Water has corporate reporting and compliance obligations under *the Territory-owned Corporations Act 1990* and Corporations Law.

In addition to legislation relating to all management roles, you are responsible for specific outcomes required by legislation governing the supply of water and sewerage services including the *Utilities Act 2000*, *Water Resources Act 2007*, *Environment Protection Act 1997*, *Water and Sewerage Act 2000* and the *Public Health Act* 1997.

Your duty to your employer includes an obligation to carry out your work in a way that does not put Icon Water in breach of any legislative or regulatory obligations. Icon Water will have responsibility to provide suitable training and to make you aware of the legal obligations relevant to your work.

Under Icon Water’s Integrated Management System, you are required to participate fully in, and lead for your own area of responsibility, all aspects of health, safety and environmental management, including risk assessment, hazard identification and control and incident reporting.

# Key responsibilities

* Lead the development and delivery of communication strategies (internal and external), including campaigns. Ensure all communications strategies, campaigns and materials are aligned to key business aspirations and outcomes and contributes to Icon Water’s vision of a sustainable water legacy for our community.
* Lead a team of professional communications staff to deliver internal and external communication activities.
* Organise the team to efficiently define shared key messages and content to maxmise execution across different internal and external channels, both traditional and new, innovative channels.
* Lead the development and implementation of strategically planned, customer focused, outcomes-driven. professional and consistent communication projects, to ensure the team, contractors and external service providers achieve the desired outcomes on time, in accordance with procurement guidelines and within budgetary parameters.
* Guide the team as they liaise with internal and external stakeholders to gain evidence and insights, resources and assets to inform prioritisation, development and implementation of internal and external communication activities including campaigns.
* Ensure the delivery of all work conducted by the team is achieved within the negotiated timeframes, and ensuring stakeholders are kept updated on the progress and delivery of work.
* Provide strategic guidance to the team throughout the development of communication strategies and campaigns and accompanying creative assets including monitoring market trends and communications’ innovations.
* Ensure all creative assets and communications adhere to the Icon Water Brand vision and guidelines, and ensure all work is reviewed for potential reputational risks and quality assurance.
* Implement strategic paid media placement to ensure the best value and reach is achieved for all communication strategies and campaigns.
* Manage the delivery of reports, communication campaigns, projects and activities ensuring the key objectives of the communication strategies are achieved and in accordance with Icon Water’s Brand Strategy.
* When required, work outside normal business operating hours to support the team at events, respond to media enquiries and social media monitoring.
* Provide back-up/ support to the Incident Management Team as the Public Information Officer as required.
* Other duties within the employee’s skill, competence and training.

# Qualifications, knowledge and experience

* Tertiary qualification in communications, marketing or a related discipline and/or demonstrated equivalent experience
* Demonstrated experience in developing and implementing strategic communication strategies, paid media campaigns and public relations’ activities
* Extensive experience in providing high-level communication (both oral and written) to internal and external stakeholders of all levels
* Experience as a team leader, including developing high functioning, collaborative and cohesive teams
* Experience with digital communications’ channels, including website and social media
* Experience in writing, proofreading and edit content
* Knowledge of marketing, communications and social media best practice
* Knowledge of Icon Water and/or the water industry is desirable

# Attributes and skills

* Professionalism. Regulates own behaviour, comprehends organisational structure and culture and acts appropriately in the execution of duties.
* Service orientation. Displays a commitment to delivering quality client service, values the provision of accurate and timely information and relates to people from across the organisation.
* Strategic approach. Comprehends the wider contexts, develops long term goals and determines strategies and actions required to achieve those goals.
* Interpersonal skills. Assesses the priorities, expectations and behaviour of others in order to establish and maintain effective working relationships with subordinates, peers and superiors from across the organisation and externally.
* Management skills. Plans and organises self [and others] to ensure the completion of tasks [and support others to succeed in their roles], applies process and procedure, ensuring compliance, and comprehends resource limitations.
* Communication skills. Communicates effectively verbally and in writing, adapting style to suit different audiences.

