Position Description

Media & Government Relations Manager

Created: 2 May 2017

Group: Customer Strategy & Regulation
Job family: Strategy and Governance

Position number: 0037110
Hours worked per week: As required

Manager’s title: Head of Communications & Government Relations
Manager once Removed’s title: General Manager, Customer, Strategy & Regulation

Status of PD: Final
Work location: Parramatta

Does the employee need to drive a vehicle as part of the role? Yes
Does the employee have to provide a car for work purposes (budgeted in their TRP?) No

Number of direct reports: 10
Number of indirect reports: 0

Level of Role
☐ Staff or Specialist
✓ Manager
☐ Manager once Removed

To be completed after evaluation by job evaluation coordinator only:

Evaluated grade: ICE 2

Section 1: Purpose and context

Purpose of the Position

Lead and manage approach to pro-active and re-active issues management to protect Sydney Water’s corporate reputation, including responses to media enquiries, stakeholder and Parliamentary requests.

Lead and manage the implementation of the corporate stakeholder strategy, including management of key stakeholder relationships in Government and with the media to achieve a conducive environment to achieve Sydney Water’s objectives. Lead strategic planning to develop integrated plans, processes and systems to build internal capacity for effective stakeholder engagement and issues management.
The structural context for the position

It may be helpful to sketch the position, who it reports to and who reports to it, below. Include the EA pay level/ICE band for the manager, peers and direct reports where you can.

To be inserted once finalised.

What are the direct and indirect (dotted line or staff-once-removed) reports to the position?

The direct reports include: (Subject to change once finalised)

- Senior Media and Government Relations Advisor x 2
- Government Relations Officer x 2
- Senior Stakeholder Advisor
- Stakeholder Engagement Officer

Section 2: Key accountabilities and outcomes/tasks

Leadership expectations

The position leads a high performing team that engages across the organisation that must deliver:

- Managing the relationships and communications with key stakeholders, including the Portfolio Minister’s Office to achieve a conducive environment to achieve Sydney Water’s objectives.
- Strategic planning to develop integrated plans, processes and systems to build internal capacity for effective stakeholder engagement
- Media relations and respond to media inquiries and implement proactive media management strategies to monitor issues.
- Stakeholder management and business partnering with the rest of the organisation
- Issues management

Technical accountabilities

- Lead development and management of Sydney Water’s strategic stakeholder relations and engagement framework.
- Initiate and manage cross functional working groups to focus on engaging key strategic stakeholder segments.
- Work closely with leadership and business partners to identify key stakeholder groups and identify areas of mutual interest and importance.
- Collaborate across Corporate Public Affairs to regularly report to the Executive on the progress, improvement strategies and risks to stakeholder engagement.
- Identify key stakeholders and influential experts and develop engagement strategies to connect them to Sydney Water’s executive and thought leaders.
- Monitor and report on socio-political issues and provide early warning and intelligence on national, international and state developments in policy that may affect Sydney Water’s existing or future operations.
- Lead the management of complex socio-political or operational issues that have a reputation impact.
- Educate Sydney Water to better understand and manage the socio-political environment in which it operates by providing information and advice to internal stakeholders on the interactions of the players in water policy in NSW, Australia and internationally.
- Ensure the delivery of quality briefing papers for the Minister on key topics.
Prepare parliamentary services and support for the Minister’s Office including house notes, speeches, ministerial, Questions on Notice and MP correspondence including the effective delivery of Cabinet Minutes.

Represent Sydney Water with Government and maintain constructive relationships with the Minister’s Office, other State politicians, their advisors and bureaucrats in relevant agencies and regulators

Respond to requests from Shareholding Minister’s and other government agencies

Understand and report on issues relating to public reports such as Annual Report, Annual Drinking Water Report, SCI, National Performance Report, and Auditor General.

Identify risks and opportunities arising from developments in public policy and political developments and recommend and implement strategies to help achieve Sydney Water’s objectives.

Understand internal issues in the organisation that can impact government stakeholders and recommend strategies

Develop a coordinated approach to government, parliamentary relations and engagement of internal stakeholders.

Ensure there is a program of effective engagement with local Members of Parliament and electoral offices and assist in the resolution of MP requests

Report and measure the effectiveness of Government and Parliamentary service activities

Advise Head of Communications and Government Relations Manager and Sydney Water executive on political developments and public policy trends that may impact the organisation.

Develop a comprehensive strategy for Sydney Water’s media management

Monitor, report and provide advice on media coverage and advise in relation to potential media responses to issues.

Act as a media spokesperson

Ensure Sydney Water’s capability and readiness for emergency crisis communications including planning and responses. This includes responsibility for the development of processes, messaging and stakeholder planning.

Lead emergency on-call crisis preparation and communication and manage the development and implementation of incident specific crisis communication plans

Systems accountabilities

N/A

Process accountabilities

- Formal Issues Management and messaging framework, including the ownership of Sydney Water’s Issues Register
- Maintain a shared database to capture information and interaction with key government stakeholders.
- Ensure compliance with existing systems, processes and procedures that support the management of government information requests.
- Embed and manage a formal issues management system for the organisation
- Emergency and crisis communication management systems and materials

Internal working relationships

- Provision of trusted, timely and credible strategic advice and counsel to the MD and Executive that supports positioning and direction of Sydney Water.
- Ensure a collaborative approach to communications by developing avenues for dialogue, tapping into knowledge and intelligent and seeking views across Sydney Water and externally.
- Leading the business communications team during responses to emergency and major incidents.
- Ensure the development and implementation of communication policies, programs and system and monitor their effectiveness

Customers (external)

- Working closely with the community across NSW, including maintaining relationships with key stakeholders across government, non-government agencies, local authorities and
Impact of position

**Contribution Spectrum**

- ☐ Delivery
- ☐ Operational
- ☐ Tactical
- ✓ Strategic

- Leads media relations and responds to media inquiries and implements proactive media management strategies to protect and promote Sydney Waters reputation.
- Manages the relationship and communicates with the portfolio Minister’s Office to achieve a conducive environment for the achievement of Sydney Water’s objectives.
- This position has broad impact and requires capabilities across media, socio-political environment, relationship management, stakeholder engagement, business collaboration, advisory skills, writing skills, presentation skills, negotiation and influencing skills, project management and event management, issues management, content marketing and storytelling, contract management and complaints management.

Financial

Prepare for Budget Estimates as part of the Leadership Team.
Manage an allocated Budget.

Innovation and Complexity

**Innovation**

- ☐ Make/recommend minor changes
- ☐ Develop improved day to day processes
- ✓ Make major improvements or changes to ways of working
- ☐ Lead innovation and change

Lead and manage approach to pro-active and re-active issues management to protect Sydney Water’s corporate reputation, including responses to media enquiries, stakeholder and Parliamentary requests.

The role must lead and manage the implementation of the corporate stakeholder strategy, including management of key stakeholder relationships in Government and with the media to achieve a conducive environment for the achievement of Sydney Water’s objectives. Lead strategic planning to develop integrated plans, processes and systems to build internal capacity for effective stakeholder engagement and issues management.

Safety

The role is expected to ensure the safety and wellbeing of all Sydney Water employees and contractors working within the unit, to implement actions from personal safety action plans and to demonstrate visible safety leadership.

**Section 3: Knowledge/skills/experience**

**Qualifications:**

2 Delivery – deliver own output by following set procedures, or according to operational targets
Operational – Set and achieve objectives which has an impact on others
Tactical – Provide input into or develop new products or processes
Strategic – Establish and implement business strategies with a longer-term focus

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Strategic – Establish and implement business strategies with a longer-term focus
### Degree qualifications in communications, public policy, public relations/journalism, economics, business or a related field.

### Skills
- Internal champion for strong corporate reputation, briefing senior management on trends and opportunities to enhance the organisation's reputation.
- Able to understand, analyse and map out engagement approaches for government stakeholders.
- Identify, build and maintain open and constructive relationships with key government stakeholders including local government and Members of Parliament.
- Provide clear stakeholder management guidelines and principles across the organisation for staff who regularly interface with government stakeholders.
- A strategic approach to business and superior communication, negotiation and influencing skills (written and verbal).
- Strategic communication skills to develop and influence management approaches for high profile, politically sensitive media issues.
- Able to distil complex information in a concise manner and facilitate conversations with a range of stakeholders including senior executives, government decision makers and policy makers.
- Strong project management skills in a collaborative environment with the ability to converse intelligently on technical, regulatory, financial, policy issues, Major campaigns and key promotional projects.
- Development and management of communications, issues management, information provision and stakeholder engagement strategies.
- Strong planning, influencing, negotiation, facilitation and presentation skills.
- Provides expert guidance on new and innovative approaches to support the organisation's external commentary schedule, ensuring consistency of media/social media coverage and identifying opportunities for thought leaders and senior management.
- Outstanding team leadership skills to clearly and influentially articulate group's vision and purpose and build support.
- Expertly allocates resources and prioritises work to meet key objectives with a focus on measurable outcomes.
- Comfortable operating in a matrix environment and managing multiple projects while often dealing with tight timeframes and changing priorities.

### Experience
- Minimum of 8-10 years' experience in government relations, public affairs, media/journalism and or communications in a corporation, government department or agency.
- Advantageous to have worked in a Minister's office or for a Member of Parliament.
- Demonstrated experience working with and providing advice on the socio-political environment to senior management, the Minister and Members of Parliament, local government or NGO.
- Demonstrated ability to lead and manage a team that is highly respected and delivers high quality government briefing documents and official responses.
- Experience working in a fast moving and high pressure working environment, characterised by tight timeframes and unexpected deadlines.
- Knows how to identify and develop proactive communication opportunities for the Portfolio Minister to promote Sydney Water, including site visits, events and forums.
- Demonstrated experience in managing government stakeholders and developing and maintaining good networks and trusted relationships at all times.
- Demonstrated experience in liaising and negotiating with senior executives and advising on approaches to media and external communications and building constructive, trusted and effective relationships.
- Understands business needs and how to link them to communication planning and effectiveness.
- Experienced writer across a range of channels including print, online and media with a good understanding of the Australian/Sydney media (traditional, online, electronic).
- Experience in dealing with the media, nurturing relationships and educating them about the organisation and its priorities and achievements/areas of thought leadership.
- A credible representative for the organisation at high profile functions capable of delivering presentations that promote the successes and achievements of the organisation.
- Experienced media spokesperson comfortable responding to issues and providing commentary and public responses in times of crisis and emergency.

### Additional notes:

### Desirable
• Interest in current affairs, politics and public policy.
• High level awareness of strategic and community issues and socio-political and policy trends facing government agencies and organisations delivering public service and infrastructure.
• Strong policy communication skills with the ability to track and assess the impact of legislative proposals on business operations

Sydney Water expects all staff to do other projects and perform additional duties as required.
Appendix

People management accountabilities

Manager once Removed accountabilities

- Ensure consistency across the business unit and integrate the work of teams
- Provide subordinates once removed with someone to talk to if they feel they are not being treated fairly by their manager or if they want to appeal a decision made by their manager
- Ensure the quality of management for subordinates once removed
- Answer the question about future of the subordinates once removed by making a clear judgment of potential and providing feedback
- Build capability for future roles
- Plus manager and planning accountabilities below

Manager accountabilities

- Provide leadership to direct reports
- Ensure direct reports fully understand my role (as a manager), accountabilities and authorities
- Build and maintain a strong, two way, trusting working relationship with my staff based on achieving the business goals and enabling subordinates to work to their fullest potential
- Ensure my direct reports can answer key questions of:
  - Where are we going?
  - What is their work?
  - How their performance will be assessed?
- Set clear tasks by explaining the background to the work (context), the purpose, how much is required and to what quality, the resources available and the time
- Make accountabilities and authorities clear and ensure subordinates have the financial, people, and physical authorities needed to be able to achieve their work
- Set effective baseline conditions for productive work by completing important people management processes of selection, induction, contribution assessment and provide development for the position so staff can complete tasks effectively
- Ensure the team works in a way that each team member actively contributes to the decisions made and moves in a set direction with commitment
- Communicate with direct reports, in person about, change wherever possible
- Quickly address discomfort or tension so problems are resolved before they develop into conflict
- Lead culture change within your team
- Role model corporate behaviours and ethics
- Guide and support direct reports, so they are focused and connected to the Safe and Well Together vision and strategy
- Positively encourage and coach direct reports with respect to their Safe and Well Together visible Leadership behaviours
- Ensure accountability for Health, Safety and Wellbeing leadership is demonstrated through personal safety action plans
- Demonstrate commitment to being Safe & Well Together in meetings such as sharing lessons learned and Safety moments
- Participate in health, safety and wellbeing activities such as wellbeing support activities, Incident investigations, safety meetings, safety inductions and safety training.
- Plus planning accountabilities below
Planning accountabilities

- Ensure systems of work and processes are effective, that the structure of the team supports the work to be done and that work is aligned across members of my team
- Develop team business plans and ensuring effective execution of those plans
- Ensure work occurs at the right level and outcomes are delivered to the agreed requirements.
- Integrate work across team/s
- Apply Sydney Water policies and procedures consistently and fairly
- Communicate what is required for the business and why.

Signature behaviours

All staff are accountable for demonstrating Sydney Water’s signature behaviours of:

- Focus on solutions (Positive attitude, change ready, improvement and insight)
- Stand up and contribute (Participation, collaboration, courage and respect)
- Do what you say (Honesty, integrity, transparency and trust)
- Support and Encourage (Encouragement, communication, empathy and cooperation)
- Own the outcome (Ownership, accountability, results and accomplishment)