

POSITION DESCRIPTION

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| Position | Manager, Member Experience |
| Location | Little Lonsdale Street, Melbourne |
| Reports to | Chief Executive Officer |
| Position Overview | |
| <p>VicWater's purpose it is to assist members to achieve extraordinary performance while helping to influence the future of the Victorian water industry.</p> <p>A new strategy 'Better Together' has identified key areas to ensure the highest level of support and leadership for the industry. The drivers are:</p> <ul style="list-style-type: none"> • influence policy and regulation • connect leaders and facilitate collaboration • be a catalyst for thought leadership and action • support the sector for the ever-changing future • galvanise resources for collective value <p>The Manager Member Experience has overall responsibility for leading the member interface components of the VicWater Strategy, including development and delivery of communication strategies and provision of timely insights to the Board, CEO and VicWater staff on member perceptions of VicWater performance to ensure continuous improvement.</p> <p>As custodian of the member experience strategy, this role manages media, branding, member communications, website presentation and content, events and member facilities to ensure exceptional member value. This role is responsible for taking VicWater's brand, communication, events, and overall member experience to a contemporary new level.</p> <p>The Events Coordinator reports to this role.</p> | |
| Knowledge, Experience & Qualifications | <ul style="list-style-type: none"> • Knowledge of contemporary media and communication channels and methods • Knowledge of Content Management Systems • Knowledge of website usability & best practice including accessibility • Experience in creating and managing corporate communications and events • Experience in writing and delivering communications strategies • Experience in digital communications • Experience in or knowledge of working in fluid, political and evolving environments • Tertiary qualifications in communications, marketing, psychology or other relevant discipline highly valued |

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| Responsibilities: | |
| Be an Effective Leader | <ul style="list-style-type: none"> As a manager, provide direction and role clarity, set performance expectations, develop staff and ensure a safe and productive work environment. Ensure a consistent, fair and supportive approach to individuals and create a constructive, achievement orientated team culture Develop, lead and embed a 'member first' culture Role model behavioural standards set by the CEO and Board |
| Deliver Exceptional Outcomes for Members | <ul style="list-style-type: none"> Maintain contemporary communication and forum engagement channels to meet the needs of and deliver value to a geographically dispersed and diverse membership Develop a targeted events program that focuses on high value and strategic alignment Create, develop and provide activities and meeting facilities that are fit for purpose, easily accessible and effectively utilised and valued by members Manage communications, activities and events that provide exceptional value to members and are delivered within budget Undertake market research to provide insights on members perceptions of performance and opportunities for improved performance |
| Manage Relationships and Influence Effectively | <ul style="list-style-type: none"> Develop collaborative and productive relationships with VicWater staff and management Develop strategic and commercial relationships with sponsors and suppliers to enhance VicWater's value proposition Pro-actively seek and develop relationships with other communication /event professionals to ensure ongoing learning and opportunities for collaboration |
| Think and Act Strategically | <ul style="list-style-type: none"> Develop a member experience strategy in consultation with the CEO Implement the strategy and adopt a 'review and renew' cycle, providing regular insights, reports and ideas to the CEO, Board and management Think ahead and plan effectively to ensure members' future needs are understood and met |
| Operational and Technical Excellence | <ul style="list-style-type: none"> Assess and trial new channels (digital, video, website, etc.) to enable efficient collaboration and communication Manage brand activities (visual language, logos, colours, look, feel and style) to achieve alignment with the branding strategy, and provide informed proposals for improvements Ensure consistent branding and presentation in communications, at events, on social media and internet to represent VicWater as a contemporary, collaborative, reliable and value-add organisation Develop, manage and coordinate VicWater's content strategy and calendar across all channels including digital and social media, member communications, newsletters, publications, digital and physical signage and website, ensuring accuracy and relevance at all times Create and manage systems to accurately report member value generated Work effectively in a small team environment with willingness and flexibility to take on tasks to assist team members facing high priority workloads from time to time |

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| <p>Personal Attributes</p> | <ul style="list-style-type: none"> • Creative thinker, able to see and explore possibilities and translate into communications and events that deliver value for the organisation and its members • Highly developed dynamic and engaging verbal and written communication skills • Resilient & pragmatic - able to self-manage and work autonomously when required • Flexible, able to manage deadlines and handle a variety of tasks simultaneously • Highest standards of professional ethics |
| <p>Key selection criteria</p> | <p>Demonstration of:</p> <ol style="list-style-type: none"> 1. Ability to take the lead, experiment and push the communication and event boundaries to deliver outstanding value-add experiences for members 2. Understanding and application of communication and engagement principles 3. Ability to develop and deliver exceptional events and communications in physical and virtual environments within a limited budget 4. Outstanding communication, organisational and negotiation skills 5. Ability to think ahead, plan and execute multiple projects effectively 6. Ability to work collaboratively and effectively in a small team <p>Note: A current Victorian drivers licence is essential as this role may require intra-state travel</p> |