



## EMPLOYEE POSITION DESCRIPTION

### AWP Communications Manager

<b>Location</b>	Canberra, Australia	<b>Date</b>	March 2022
<b>Employment Type</b>	Full time		
<b>Role Summary</b>	<p>The Communications Manager leads AWP's strategic communications across multiple platforms, including AWP's website, social media, publications and events. They lead a small team of staff and contractors to deliver frequent, high quality communications, both printed and online, and manage AWP's branding as a flagship Australian water for development initiative.</p> <p>This position would suit a strategic thinker with strong communications management experience, and hands on web design and management skills. The work is fast-paced and collaborative across AWP and with our partners, and would appeal to someone who connects to our vision of contributing to sustainable water resource management in the Indo Pacific. You can expect a high level of autonomy to plan and deliver a contemporary communications strategy in a growing organisation.</p> <p>AWP is a water for development initiative funded by the Australian Department of Foreign Affairs and Trade, and managed by eWater Limited, a not-for-profit corporation owned by Australian Federal, State and Territory governments.</p>		
<b>Reports</b>	<p><b>Reports to:</b> AWP Strategy &amp; Partnerships Lead  <b>Works with:</b> AWP General Manager, AWP Program Leads, Managers, Senior Partnerships and Impact Officer, Program Officers and EWL Corporate Services Manager, Executive Officer  <b>Supervises:</b> Communications Officer (in shared role with eWS)  <b>Key relationships:</b> External stakeholders, external consultants and contractors, event co-sponsors/co-convenors (includes government sponsors, and Australian and International Partners), Media</p>		
<b>Core accountabilities</b>			
<p><b>Communications &amp; Marketing:</b></p> <ul style="list-style-type: none"> <li>• Lead AWP's strategic communications across our key channels, and manage a small team of staff and contractors to deliver a high standard</li> <li>• Manage the promotion of AWP's brand, profile and programs, by developing appropriate content for distribution through various channels and in line with the AWP Communications Strategy.</li> <li>• Development and review of written content for AWP communications via all channels, in consultation with the AWP Leadership Team, and in line with the AWP Communications Strategy;</li> <li>• Manage the development, production and distribution of AWP communications: the monthly e-newsletter, AWP Annual Report, media releases and liaison with media, and other communications as required;</li> <li>• Manage the design and production of other AWP publications, including promotional materials (both online and print);</li> <li>• Seek opportunities to develop and grow the e-newsletter/contact database</li> </ul> <p><b>Website Maintenance and Management:</b></p> <ul style="list-style-type: none"> <li>• Manage the look, feel and content of the AWP website, overseeing the development of events pages, content, graphics, and images as required; <ul style="list-style-type: none"> <li>○ Manage AWP's partner portal and contacts database;</li> <li>○ Manage improvements to web functionality/design including liaising with IT staff on any development.</li> </ul> </li> </ul> <p><b>Events Support:</b></p>			

<ul style="list-style-type: none"> <li>• Lead communications associated with AWP events, including promotion, content development, and delivery of in-person and online events;</li> <li>• Oversee production of online and hybrid aspects of events, including utilising the AWP website, Zoom webinars and AWP's YouTube channel.</li> </ul>	
<p><b>General/other activities</b></p> <ul style="list-style-type: none"> <li>• Adhere to all eWL and AWP policies including travel, GESI and risk management</li> <li>• Work collaboratively within a small team</li> <li>• Other duties as required</li> </ul> <p><b>Quality and Continuous Improvement</b></p> <ul style="list-style-type: none"> <li>• Day to day practice demonstrates support for and compliance with organisation policy, procedures and relevant work instructions.</li> <li>• Participates fully in quality and continuous improvement activities and initiatives across the organisation;</li> <li>• Promotes a culture of continuous improvement as an integral part of core practice;</li> <li>• Supports and participates in relevant internal and external certification and auditing programs;</li> <li>• Seeks opportunities for improvement within own work practices and makes appropriate suggestions for organisation improvements using the Continuous Improvement System.</li> </ul>	
Personnel Specification	
<p><b>Qualifications, knowledge and experience</b></p>	<p><b>Qualifications:</b></p> <ul style="list-style-type: none"> <li>• Degree in Marketing or Communications, or an equivalent combination of relevant experience and education/training.</li> </ul> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>• Knowledge of and experience with a broad variety of digital platforms;</li> <li>• Knowledge of multimedia, web/graphic design, content and email management systems (including WordPress, Adobe Suite, Google Analytics).</li> </ul> <p><b>Experience Required:</b></p> <ul style="list-style-type: none"> <li>• Minimum five years in a similar role, demonstrating a broad range of duties.</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Knowledge and/or experience in knowledge sharing in the aid and development sector.</li> </ul>
<p><b>Skills and attributes</b></p>	<p><b>Skills:</b></p> <ul style="list-style-type: none"> <li>• Exceptional interpersonal, written and oral communication skills and an ability to establish and maintain effective partnerships with internal and external colleagues, clients and other stakeholders, including those from different cultures;</li> <li>• Communications, design and writing skills;</li> <li>• Experience with WordPress,</li> <li>• Staff and project management skills;</li> <li>• Ability to develop practical solutions using a collaborative approach;</li> <li>• Demonstrated understanding of, and commitment to the implementation of equity and workplace health and safety principles.</li> </ul> <p><b>Attributes:</b></p> <ul style="list-style-type: none"> <li>• A high level of motivation, initiative and can-do attitude;</li> <li>• Demonstrated ability to think and act strategically;</li> <li>• Ability to effectively solve problems and adapt to feedback;</li> <li>• Demonstrated ability to prioritise workloads and meet deadlines;</li> <li>• Demonstrated attention to detail and a "hands on" approach;</li> <li>• Ability to demonstrate initiative and work autonomously;</li> <li>• Being a strong team player.</li> </ul>
<p><b>Other</b></p>	<p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• Eligible to work in Australia</li> </ul> <p><b>Desirable:</b></p> <ul style="list-style-type: none"> <li>• Ability to travel occasionally, if required.</li> <li>• Experience in managing and mentoring people</li> <li>• Understanding of the Australian water sector</li> </ul>

eWL Position Description: AWP Program Manager

	<ul style="list-style-type: none"><li>• Experience working in aid and/or development sector, or working in cross-cultural situations</li></ul>
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