

Project Communication and Engagement Manager

POSITION DESCRIPTION

Position Title:	Project Communication and Engagement Manager
Reports To:	General Manager Stakeholder Relations and Communications
Location:	Launceston / Hobart / Hybrid
Instrument:	Water Industry Award 2020
Award Classification:	Level 9
Salary Band:	\$130,000 to \$160,000
Employment Basis:	Full Time, Permanent
Hours of Work:	38 Hours per week

Organisation

Tasmanian Irrigation Pty Ltd (TI) is the State-owned Company responsible for developing and operating irrigation schemes, typically funded through public / private partnerships.

Since Tasmanian Irrigation was established in 2008, the Company has taken over management of a range of inherited assets, including dams, irrigation schemes and river works, constructed 16 new irrigation schemes, and advanced planning on a further six schemes.

By 2030, Tasmanian Irrigation expects to manage a portfolio of irrigation infrastructure valued at more than \$900 million, capable of delivering 236,000 megalitres of water via 1,786km of pipeline, 49 pump stations, 15 dams and three power stations.

All schemes developed and operated by Tasmanian Irrigation are economically viable, environmentally sustainable, have strong community endorsement, are designed to last at least 100 years and deliver water at an average reliability of more than 95 per cent per annum.

Role Purpose

The Project Communication and Engagement Manager leads the development and delivery of effective, consistent and strategic communication and stakeholder engagement across Tasmanian Irrigation's major infrastructure projects, including the \$301 million Greater South East Irrigation Scheme, Northern Midlands Irrigation Scheme, Sassafras Wesley Vale Irrigation Scheme and other projects within the broader capital program. The role ensures stakeholders, landholders, communities and government partners are well-informed, engaged and supported throughout all phases of project planning, approvals, design and construction.

Operating as a key advisor within the project delivery environment, the position strengthens organisational capability by embedding best-practice engagement approaches, managing communication risks, and promoting the value and impact of Tasmanian Irrigation's work. The role contributes to the successful delivery of a program of irrigation projects exceeding \$650 million, enhancing project outcomes, organisational reputation and stakeholder confidence.

Key Responsibilities

Strategic Communication & Stakeholder Engagement:

- Develop a comprehensive understanding of the stakeholder landscape across Tasmanian Irrigation's projects, including landholders, regional communities, government agencies, peak bodies, and industry partners.
- Design, implement and continuously refine strategic stakeholder engagement and communication plans that support successful project design, approvals, construction, and commissioning.
- Identify emerging stakeholder issues, risks and sensitivities early, advise Project Managers, and recommend mitigation or engagement strategies.
- Build and maintain trusted, respectful and productive relationships with landholders, community groups, local councils, and other key external stakeholders.
- Ensure communication and engagement strategies are inclusive, evidence-based, and aligned with best-practice project engagement principles.
- Provide expert advice to project staff to support consistent, high-quality engagement activities across the project lifecycle.

Project Communication Delivery & Brand Promotion:

- Design and deliver communication campaigns aligned with key project milestones, public announcements, and construction activities.
- Develop clear, accurate and timely content for newsletters, website updates, social media, digital platforms, media releases and ministerial briefings, using text, photography, video and audio formats.
- Ensure all material reflects Tasmanian Irrigation's brand, tone and values and appropriately recognises project funding partners, including the Australian and Tasmanian Governments.
- Identify and leverage opportunities to positively profile Tasmanian Irrigation, promote the benefits of the Greater South East Irrigation Scheme, and strengthen public understanding of irrigation infrastructure.
- Ensure communication materials meet legal, regulatory and policy requirements, including accessibility standards and government communication protocols.

External Representation, Events & Relationship Management:

- Represent Tasmanian Irrigation at external forums including community meetings, industry events, stakeholder briefings, and government or ministerial engagements.
- Serve as a primary communication and engagement contact point for external stakeholders, providing accurate information and managing enquiries professionally.
- Plan, coordinate and deliver project-related events such as community information sessions, major milestone celebrations, groundbreakings and media opportunities.
- Build productive relationships with contractors, consultants, landowners and local organisations to enhance project understanding and support.
- Oversee the work, performance and deliverables of external communication and engagement consultants, ensuring alignment with project objectives and organisational standards.

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Operational Excellence, Governance & Continuous Improvement:

- Operate with a high degree of initiative, independence and sound judgment in a dynamic project delivery environment.
- Prepare high-quality reports, briefings, key messages and communication documentation for internal and external audiences.
- Develop and maintain engagement records, stakeholder contact databases and communication performance measures.
- Ensure risks related to communication, engagement or reputation are monitored, recorded and escalated as required.
- Evaluate the effectiveness of communication and engagement activities and implement improvements based on data, feedback and lessons learned.
- Contribute to organisational capability by supporting training, coaching or guidance to colleagues on communication and engagement practices.

Level of Accountability

Performance of the role must be undertaken with the highest of integrity, in accordance with TI's Delegations of Authority. This is a highly autonomous role, with a low-level direction provided on a day-to-day basis. Guidance and advice are available from the GM Stakeholder Relations and Communications and Project Director as required.

All tasks must be completed within required timeframes, to a high standard, and in accordance with TI policies and procedures. Actively engaging in reflective practices and receiving feedback is required to promote continuous improvement and to lead individual professional development objectives.

Organisational Relationships

Reports to:	General Manager Stakeholder Relations and Communication
Direct Reports:	Nil
Key Internal Relationships:	Senior Leadership Team Project Managers and Program Development and Delivery team Technical Support Services team Environmental, Health and Safety team
External Relationships:	Stakeholder groups, including peak bodies Customers and landowners Government Business Enterprises Suppliers and service providers
Leadership Teams:	Nil

Knowledge, Experience & Qualifications

Demonstrated experience is required in:

- Minimum 5 years' experience in communication and engagement roles.
- Strong background in stakeholder engagement within government and/or project delivery environments.
- Proven capability in contemporary communication practices, including media management, social and digital media, and event delivery.
- Advanced conceptual, analytical and problem-solving skills, with the ability to interpret data and provide strategic advice.
- Exceptional interpersonal, written and verbal communication skills, producing high-quality content for diverse audiences.
- Demonstrated ability to work collaboratively and support multidisciplinary project teams.

Qualifications, Licences and Accreditations:

Required:

- Tertiary qualifications in Marketing, Public Relations, Communications, or related discipline; and/or
- Formal training in stakeholder engagement.

Desired:

- Experience in water, agriculture, or infrastructure construction environments.
- Capability with video editing software.
- Graphic design skills or related training.

Respectful and Safe Workplace

Employees are expected to contribute to a workplace culture that is safe, respectful, and inclusive. This involves modelling behaviours that reflect TI's values, complying with and promoting safety procedures, and taking shared responsibility for identifying and managing risks to health, safety, and wellbeing, including psychosocial hazards. Employees are to encourage open communication, treat mistakes and near misses as opportunities for improvement, and support mental health and wellbeing initiatives.

Equally, employees must foster a respectful environment by demonstrating professional conduct, valuing diversity of thought, and ensuring interactions are free from bullying, harassment, discrimination, sexual harassment, sex-based harassment, victimisation, or occupational violence. All employees are required to take appropriate action to uphold TI's zero-tolerance approach to behaviours that compromise a safe and respectful workplace.

In accordance with its Recruitment Policy, Tasmanian Irrigation is committed to selection procedures based on merit, qualifications, experience and which are aligned to the key selection criteria of the role. As such, applications for this role should address the Key Selection Criteria below in to demonstrate their ability to fulfil the key duties and responsibilities outlined.

Key Selection Criteria:

1. **Demonstrated experience in strategic communication and stakeholder engagement** across complex project environments, including the ability to design, implement and evaluate communication and engagement plans that support successful project delivery.
2. **Proven capability in managing contemporary communication functions**, including media relations, digital and social media content, campaign development, event coordination and preparation of high-quality communication materials across multiple channels and formats.
3. **Strong stakeholder relationship-building skills**, with the ability to engage effectively with landholders, community groups, industry stakeholders, government agencies and contractors, and to identify and respond to emerging issues and sensitivities.
4. **Highly developed written, verbal and interpersonal communication skills**, including the ability to convey complex information clearly, prepare accurate and compelling content, and represent the organisation professionally at public, industry and government forums.
5. **Demonstrated analytical, problem-solving and strategic advisory capability**, including the ability to interpret data, assess risks, provide evidence-based recommendations and contribute to communication and engagement governance within a dynamic project environment.
6. **Evidence of strong collaboration, initiative and organisational capability**, including the ability to work effectively within multidisciplinary project teams, oversee external consultants, manage competing priorities and deliver outcomes with a high degree of autonomy.