

Job Title:	Communications Advisor, WSAA
Location:	WSAA offices, Level 9, 420 George Street, Sydney, flexible, hybrid working model.
Salary:	Competitive salary
Responsible to:	WSAA Communications Manager

We welcome candidates from all backgrounds and value diversity and inclusion in our workplace. We encourage all applicants, including Aboriginal and Torres Strait Islander people, people with disability, LGBTIQ and culturally diverse communities to join WSAA.

Main responsibilities

- The role will work across two organisations (WSAA and SAWM), approximately 3 days for WSAA and 2 days for SAWM. Both organisations work from the same office in Sydney.
- Manage social media accounts for WSAA and SAWM, including content creation
- Manage online newsletters for WSAA and SAWM
- Provide general communications support for WSAA including online communications, website content management, contribution and editing of publications.
- Deliver all Smart Approved WaterMark digital communications and marketing including responsibility for creating original text and video content and managing social media accounts.

About WSAA and SAWM

The Water Services Association of Australia (WSAA) is the peak industry body representing the urban water industry. Our members provide water and sewerage services to over 24 million customers in Australia and New Zealand and many of Australia's largest industrial and commercial enterprises. WSAA facilitates collaboration, knowledge sharing, networking and cooperation within the urban water industry. We are proud of the collegiate attitude of our members which has led to industry-wide approaches to national water issues. www.wsaa.asn.au

Smart Approved WaterMark (SAWM) is the one-stop-shop for water efficiency in Australia. Through the Smart Water Advice program, SAWM delivers a range of educational, interactive water-saving resources for councils and water utilities to take to communities on saving water around the home, garden and business. SAWM also certifies water-efficient products and services in Australia, Europe and North America. Through Smart Water Solutions, SAWM helps businesses reduce their water use and save money through the delivery of water audits and recommendations. SAWM also leads on delivering educational programs such as Water Smart Performances for schools and the inaugural Water Night. Smart Approved WaterMark works towards a future that's blue, a future that celebrates the many amazing qualities of water sees its strength and acknowledges its vulnerability. www.SmartWaterMark.org

Duties and responsibilities

WSAA

- Content management of public website, community site and member database
- Manage social media accounts including measuring engagement and trends across on online channels including website, member portal, newsletter and social media
- Produce content for WSAA social media, blogs, newsletters and provide assistance in content for media release, publications and presentations
- Provide advice to WSAA staff on appropriate social media channels and content to support their work
- Deliver monthly newsletter

- Compile and issue daily media monitoring for WSAA staff
- Assist the Communication's Manager in proactive and reactive media engagement
- Assist in evaluating effectiveness of communications activities and tools and identify improvement areas
- General support to WSAA Communications Manager, including at times to assist in the delivery of member and stakeholder events.

SAWM

- Responsible for the daily promotion of SAWM through social media posts, google ads, newsletters, website improvements and other digital communications
- Work closely with SAWM's Program Managers and use digital marketing and SEM techniques to promote key programs to specific audiences eg: Google Ads
- Regularly maintain and develop social media posts across Twitter, facebook, Instagram and LinkedIn and TikTok in order to increase social following
- Deliver digital monthly promotional campaigns using platforms such as Woobox
- Regular reporting of social activity and web traffic.

Experience and skills

- Experience in managing multiple communications channels including social media
- The ability to communicate confidently with a wide range of people using a variety of methods
- Ability to develop creative content for use across numerous platforms
- Plain English writing and editing skills
- Clear communicator
- Ability to work successfully as a team member and deal in a professional manner with a variety of people
- Self-motivation and ability to work independently
- Tertiary education in a related field desired but not essential.

Terms of appointment

Full time 2-year contract, pending the completion of a successful 6-month probationary period. Some travel in Australia may be required.

Questions and how to apply

To apply send your CV with a covering letter detailing your experience relating to the above duties and responsibilities to Sandi Kolbe, Communications Manager sandi.kolbe@wsaa.asn.au, mobile 0427 224 694.