



Title	Communications Officer
Group	Ombudsman Office / Governance, Awareness & Policy
Date Prepared	July 2024

About EWON

EWON is the industry based, not for profit Ombudsman scheme which provides all NSW energy and some water customers with independent, free, informal dispute resolution services. We work towards achieving fair and reasonable complaint outcomes for all parties, provide leading customer service and influence energy and water public policy. We are not a consumer advocate, nor do we represent industry.

Our Purpose

1. Provide high quality, independent advice, information and dispute resolution to NSW energy and water consumers.
2. Use our unique complaints data to enable energy and water providers to improve their customer service, systemically reduce the drivers of complaints and to inform the development of regulations, codes and policy.
3. Engage effectively with NSW consumers, promote our service and the complaints processes of energy and water providers through our community outreach and stakeholder engagement program.

About the role

The principal role of the Communications Officer is to:

- Develop a communications plan.
- Develop external and internal-facing content and resources about EWON's dispute resolution role in collaboration with the team, particularly the Engagement Officer and Policy Officer, aligned with the Stakeholder Engagement Plan.
- Create content for the EWON website, intranet, social media, publications, newsletters and other communications platforms.
- Develop factsheets and other educational content for use at outreach or stakeholder events.
- Develop talking points and responses for media enquiries.

Required qualification/accreditations

- Bachelor of Arts, Communications or equivalent
- Minimum 5 years' experience

Key accountabilities

1. Development of content and resources	<ul style="list-style-type: none"> • Draft engaging content about EWON's role for a range of purposes including EWON website, intranet, social media, reports, and other EWON publications. • Work with EWON's Communications & Outreach team to identify whether specific branding for the REI function is required. • Ensure written content it is of a high standard and conforms with EWON's style and branding guidelines. • Develop an EWON newsletter, including drafting/sourcing content, editing material, and produce the EDM version. 		
2. Media monitoring and liaison	<ul style="list-style-type: none"> • Monitor media, ensuring issues are dealt with in a timely manner. • Prepare media releases, talking points and responses. 		
3. Work health and safety	<p>Demonstrates an active commitment to WHS and compliance with legislation:</p> <ul style="list-style-type: none"> • takes reasonable care for their own health and safety • takes reasonable care for the health and safety of others • attends WHS training as required by EWON • complies with any reasonable instructions, policies and procedures given by EWON. 		
4. Team contribution	Displays EWON Values and Behaviours		
	Independence Integrity	One Team Service Excellence	Respect Social Justice
	Planning and reporting <ul style="list-style-type: none"> • Provides input into the development of the project plan and stakeholder engagement reports. • Reports against communication activities under project plans. • Contributes to the team's monthly dashboard and reports. • Ensures delivery of KPI targets and achievement plan commitments. 		
	Teamwork <ul style="list-style-type: none"> • Actively contributes to effective teamwork within team and across EWON. • Displays the EWON values and supporting behaviours. • Ensures service excellence processes with a focus on continuous improvement. 		
	Organisation relationships <ul style="list-style-type: none"> • Fosters good communication and cooperative relationships within EWON. 		
Additional duties	Undertakes other tasks as reasonably required and/or requested.		

Key Behavioural Capabilities

Resilience	Managing Work
Collaborating	Decision Making
Emotional Intelligence Essentials	Earning Trust
Service Excellence	Communication
Adaptability	Work Standards

Key relationships

Internal	<ul style="list-style-type: none"> • Manager • Other staff particularly Engagement Officer and Policy Officer • Ombudsman • General Managers • Manager Communications & Outreach and team
External	Media, government agencies, REI members, website developers, community organisations, community members

Selection requirements

Essential knowledge, skills and experience	
Promotions and marketing	<ul style="list-style-type: none"> • Excellent writing skills, with the ability to adapt style to suit different purposes/platforms, write in plain English and present complex technical information to a lay audience. • Experience developing visually appealing materials. • Ability to create engaging presentations.
Media	<ul style="list-style-type: none"> • Experience drafting media releases, preparing media responses and liaising with journalists.
Event coordination	<ul style="list-style-type: none"> • Experience planning and coordinating events, including the ability to troubleshoot when necessary.
Project planning and coordination	<ul style="list-style-type: none"> • Demonstrated project planning and coordination skills, including reports and large-scale publication development.
Teamwork and customer service	<ul style="list-style-type: none"> • Works collaboratively with members of the team to ensure quality outcomes and supports other teams with communications-related tasks.
Personal attributes	<ul style="list-style-type: none"> • Highly organised and display attention to detail. • Creative thinker who uses initiative and problem solves. • Friendly and helpful and interacts confidently with other staff, including high level managers. • Is positive and flexible with high energy levels.
Technical skills	<ul style="list-style-type: none"> • Advanced PowerPoint, Word and Excel skills. • Familiarity with and aptitude for other technical applications, including databases and Electronic Distribution Mail systems, eg Vision6. • Basic video production and editing skills.
Desirable - industry experience/knowledge	
General industry experience	<ul style="list-style-type: none"> • Experience in an Ombudsman, social policy or legal environment, or alternative dispute resolution environment.
Energy and water sectors	<ul style="list-style-type: none"> • Familiarity with current trends and stakeholders in the energy and water sectors.

Measures of success

1. Publications and newsletters are accurate, well-designed and delivered on time.
2. Collateral and information materials are audience appropriate and are kept up to date.
3. Organisational knowledge is maintained and is demonstrated in content production.
4. Presentations are high quality, accurate and engaging.
5. Other staff receive support with communications activities and technical systems.
6. Priorities are managed on a day to day basis and work is of a high standard.

About our workplace

EWON is strongly committed to maintaining a constructive workplace where people are openly encouraged to express their views and feel safe to speak up if they experience or witness discrimination, bullying or harassment at work.

EWON staff are bound by confidentiality requirements and must sign a confidentiality agreement on commencement of employment, and are to advise of any conflicts of interest in carrying out the role.

EWON is an equal opportunity employer and promotes a safe and healthy, harassment free work place.