



POSITION DESCRIPTION



Communications Advisor (fixed term)

Reports to:	Head of Communications & Engagement		
Group:	People & Performance	Financial Authority:	As per DFA
Direct:	0	Revision (m/y):	10/2026

Purpose

Provide high-quality communications advice and delivery support that strengthens employee engagement, protects and enhances WEL's reputation, and ensures clear, timely and consistent communication with internal and external audiences across WEL's channels.

Reporting Structure



Key Accountabilities (Outcomes)

- Plan, develop and deliver engaging internal communications across the intranet, staff updates, newsletters, presentations and other channels, ensuring content is accurate, relevant and aligned with organisational priorities.
- Maintain communications and editorial calendars, help identify stories from across the business, and coordinate content with subject matter experts and key stakeholders.



- Support and help manage and continuously improve WEL's digital communication channels, including the website, intranet, in-house messaging and social media platforms, using insights and analytics to strengthen reach and engagement.
- Helps develop clear, audience-appropriate written and visual content that reflects WEL's brand, values and tone, and supports business, people, safety and community initiatives.
- Maintain brand guidelines, templates and communications assets, and coordinate the development, production and delivery of marketing and communications collateral with suppliers.
- Provide practical communications advice and support to leaders, teams and project groups, helping them select effective channels, tailor messages and deliver communications in a timely and coordinated way.
- Contribute to communications projects, events and continuous improvement initiatives, managing agreed actions, suppliers, schedules and administrative requirements.

Ways of Working (Enterprise Expectations)

These expectations apply to all roles and should be demonstrated through day-to-day behaviour, decision-making and interactions across the business and with external stakeholders.

- Acts consistently with WEL's values and contributes positively to organisational performance and development.
- Champions health, safety and wellbeing, and models safe behaviours in all aspects of the role.
- Maintains a strong customer and service focus, supporting reliable delivery and positive stakeholder outcomes.
- Builds effective relationships across the business, with contractors, utilities, authorities and other stakeholders to support coordinated operational delivery.

Capabilities That Matter Most

Success in this role requires an adaptable communications professional who combines strong writing and digital capability with sound judgement, attention to detail and a practical, service-focused approach. The role must build trusted relationships, understand varied audience needs and manage competing priorities in a fast-moving environment, and be willing to be responsible for relevant projects.

- Strong written communication and editing skills, with the ability to produce clear, accurate and engaging content for different audiences, purposes and channels.
- Strong relationship and stakeholder management skills, with the confidence to gather information, provide advice and work effectively across all levels of the organisation.
- Sound judgement, discretion and political awareness when handling sensitive, confidential or reputational matters.
- General digital communication capability across websites, intranets, content management systems, social media and analytics tools.



- Strong planning and organisation, with the ability to manage multiple deadlines, coordinate contributors and maintain quality in a changing environment.
- Creativity and initiative, balanced with careful attention to detail, brand consistency and organisational requirements.
- Collaborative, responsive and service-focused ways of working, with a commitment to continuous improvement.

Essential Qualifications & Experience

- Relevant tertiary qualification in communications, public relations, journalism, marketing or a related discipline, or equivalent relevant experience.
- Demonstrated experience delivering internal and/or external communications in a complex organisation.
- Proven experience writing, editing and publishing high-quality content for a range of audiences and channels.
- Experience supporting or managing digital channels, including websites or intranets, content management systems and social media platforms.
- Strong working knowledge of Microsoft 365 and common digital publishing, scheduling and analytics tools.

Desirable Qualifications & Experience

- Experience in the electricity, utilities, infrastructure or another regulated service environment.
- Experience using design and content creation tools such as Adobe Creative Cloud, Canva or equivalent.
- Photography, video production or basic multimedia editing experience.
- Experience helping coordinate events, campaigns, publications, suppliers or marketing collateral.
- Exposure to SharePoint, Microsoft Teams and artificial intelligence tools, including their practical use in developing, managing and delivering communications.

Role Evolution

This role may evolve as strategy, structure and priorities change.

Our Purpose

Enabling our *communities to thrive*

Our Vision

To create and support an *innovative and sustainable energy future*

Best in Service

So we have the *trust of our community*



Best in Safety

Every Day - *Home Safe*



Our Values



Agile

We listen to ideas, we explore opportunities and we adapt to changing situations with an open mind. When change is needed we make sure we understand why and we make it work. We're flexible and we respond professionally to change.



Build the business

We make sure our day to day activity is sound while exploring ways to improve the way we work or things we do. We often ask "is there a better way to do this?" and we investigate options.



Care for each other, the customer and our assets

We work as a team across the business to do things the right way. We treat others with respect, listening to their needs so we can deliver a reliable and safe service to our communities.



Do the right thing

We make decisions with integrity and when we can, we help others make the right decision for their situation. We're open, honest and trustworthy. We speak up if we feel we should and we listen to others.



Every Day - Home Safe

We lead by example to keep ourselves, our workmates and our communities safe. We use the right equipment, we challenge unsafe acts and we say no if we think it's not safe.