

**DEPARTMENT OF EDUCATION WESTERN AUSTRALIA
JOB DESCRIPTION FORM**

Public Sector Management Act 1994	Salaries/Agreement/Award Public Service Award 1992 Public Service and Government Officer General Agreement 2014 or as replaced	
Group:	Director General	Effective Date of Document 18 November 2015
Directorate:	Office of the Director General	
Branch:	Corporate Communications and Marketing	
Section:	Public Relations and Marketing	

THIS POSITION	
Title:	Strategic Communications and Events Officer
Classification:	Level 5
Position No:	00020217
Positions under direct responsibility: Nil	

REPORTING RELATIONSHIPS		
TITLE	Manager Public Relations and Marketing	
LEVEL	8	
POSITION NUMBER	00029807	
TITLE	Public Relations/Communications Coordinator	
LEVEL	6	
POSITION NUMBER	00020216	
This position and the position of:		
Title	Level	Position Number
Various		

TITLE Strategic Communications and Events Officer	CLASSIFICATION Level 5	POSITION NO 00020217	EFFECTIVE DATE 18 November 2015
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CONTEXT AND SCOPE

The Department of Education is Western Australia's largest employer with approximately one third of the Government workforce in some 800 worksites across the State. The Department's annual budget is over \$4.5 billion.

The major objectives of the Department are to achieve excellence in the public school system and to provide access for all Western Australian students to a quality education irrespective of their background or geographical location.

The Department is committed to achieving these objectives by:

- attracting and retaining a highly skilled and capable workforce
- supporting all learners to achieve their full potential, including those with special educational needs and interests
- ensuring all public schools maintain excellence in the quality of education and the teaching and learning environment.

The principles underpinning the Department's objectives for the public school system in Western Australia are:

- working collaboratively to achieve outcomes
- accepting responsibility and accountability for the achievement of outcomes
- enabling flexible, innovative and diverse work practices
- promoting confidence in the professional judgement of the Department's staff.

The Department operates within a framework of principles and values that are applied in all decision-making contexts. These are:

- a culture of learning and excellence;
- an expectation of accountability and action;
- a commitment to partnerships, professional collaboration and stakeholder involvement; and
- an environment in which diversity, care and equity are valued.

Corporate Communications and Marketing provides a range of services to all sections of the Department. These services include:

- communications and marketing strategic advice
- development of communications and marketing plans
- development of major advertising campaigns and strategies
- media and crisis management
- corporate identity management
- publications development
- website development
- internal communications
- development, implementation and evaluation of specific programs and activities.

The focus of Corporate Communications and Marketing is to ensure all activities are designed to enhance the image and reputation of the Department and promote WA Government initiatives in public education.

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ROLE

The Strategic Communications and Events Officer:

- develops, implements and evaluates creative and innovative public relations and marketing strategies
- provides advice and support in strategic public relations and marketing to business units, regions and schools
- develops and sources market research to increase the effectiveness of public relations and marketing strategies
- identifies, generates and manages sponsorships and strategic partnerships to add value to Departmental programs
- plans, coordinates, evaluates and manages major events and associated contracts
- undertakes negotiation and high-level consultation within government, the education sector, business and industry, and the community.

OUTCOMES

- Creative and innovative public relations and marketing strategies and tools are developed, implemented and evaluated.
- Advice and support in strategic public relations and marketing is provided at business unit, region and schools levels.
- Market research is developed and sourced to increase the effectiveness of public relations and marketing strategies.
- Sponsorships and strategic partnerships are identified, generated and managed to add value to Department programs.
- Major Department events are planned and associated contracts coordinated managed and evaluated.
- Effective negotiation and high-level consultation are undertaken within government, the education sector, business and industry, and the community.

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SELECTION CRITERIA

The following selection criteria are identified as being required to achieve the outcomes in the context of this position. Applicants will need to provide evidence of their capacity to transfer their knowledge and skills to achieving the outcomes of this position.

1. Demonstrated highly developed interpersonal and communication skills (both written and oral) including the ability to relate effectively to senior management within government, the education sector, business and industry, and the community.
2. Demonstrated marketing and public relations skills with the knowledge and ability to develop and implement innovative and creative strategies.
3. Demonstrated organisational, project management and events management skills.
4. Demonstrated ability to effectively negotiate with stakeholders and suppliers including the ability to negotiate and secure sponsorship.
5. Demonstrated conceptual and analytical skills including research and report writing skills.

ELIGIBILITY

Employees will be required to obtain a current Department of Education Criminal Record Clearance prior to commencement of employment.

TRAINING

Employees will be required to:

- complete the Department's induction program within three months of commencement;
- complete any training specific to this role required by Departmental policy; and
- complete the Department's training in Accountable and Ethical Decision-Making within six months of appointment.

CERTIFICATION

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

ENDORSED

DATE 18 November 2015
TRIM REF # D15/0479184