



JOB TITLE: Senior Business Development Officer (Marketing)	POSITION NUMBER: IR050093	CLASSIFICATION: Level 5
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AWARD Public Service and Govt Officers General Agreement	POSITION TYPE Permanent Full Time
GROUP Resources and Industry Development	BRANCH International Markets
POSITION REPORTS TO IR030074 - Country Manager (Korea, Japan and the Americas)	POSITIONS REPORTING TO THIS POSITION Nil
PURPOSE OF POSITION Contributes to the country and industry marketing and regional engagement strategies and planning discussions to promote the State and State's industries.	
CORPORATE CONTEXT The Department of State Development provides leadership to drive responsible development for Western Australia's future. For further information please visit our website at www.dsd.wa.gov.au	
GROUP CONTEXT The Resources and Industry Development group manages and assists the successful development and expansion of Western Australia's resources and industrial sectors.	
OPERATIONAL CONTEXT International Trade and Investment promotes and attracts international investment in strategic resources and industrial projects, and supports the growth of Western Australia's export industries.	



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ROLE SPECIFIC RESPONSIBILITIES

- Coordinates writing and production of promotional materials, including flyers, corporate publications and information kits in consultation with the Department's communication staff.
- Coordinates diverse digital communications projects and marketing channels.
- Contributes to country, region and industry marketing and engagement strategies, and planning discussions to promote the State and the State's industries.
- Analyses local and international policy development, news and events in relation to international trade and investment to identify opportunities and threats.
- Coordinates and contributes to projects and project teams, as appropriate.
- Seeks and builds contacts, networks and relationships with industry and government stakeholders.
- Represents the Department at meetings, forums and conferences, builds relationships and facilitates opportunities.
- Prepares briefing notes, speeches and advice for the Minister and his representatives on matters related to marketing and communications.

CORPORATE RESPONSIBILITIES

- Demonstrates the Department of State Development's values which are: working together; leadership; integrity; transparency and excellence in delivery.
- Demonstrates effective leadership and integrity by complying with the Departmental Code of Conduct and all Policies and Procedures.

JOB REQUIREMENTS

Essential

- Proven experience in communications and/or marketing, including the preparation of publications.
- Highly developed writing, communication and presentation skills.
- Knowledge of key industries that form the Western Australian economy, and government functions relevant to those sectors.

COMPETENCIES

- Analysis of information and research focussed on work objectives.
- Applies a project management approach to tasks and activities.
- Establishes and maintains collaborative relationships with a broad range of internal and external stakeholders.
- Takes initiative and responsibility for working within timeframes.
- Prepares written reports and other documents and contributes to meetings and presentations for wide variety of audiences.

PRE-SCREENING OR OTHER ELIGIBILITY REQUIREMENTS	Permanent Resident/Citizen of Australia
JOB LOCATION	1 Adelaide Terrace
ACCOMMODATION AND/OR SPECIAL ALLOWANCES	Not Applicable

Approved Date

11-AUG-2016