DEPARTMENT OF SPORT AND RECREATION

**JOB DESCRIPTION FORM**

2008/87

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| SECTION 1 - OFFICE IDENTIFICATION | | | | | EFFECTIVE DATE OF  DOCUMENT  October 2016 |
| DEPARTMENT OF SPORT AND RECREATION | |  | CLASSIFICATION  Level 7 | | OFFICE No.  5COM701P |
| DIVISION | Strategic Policy and Regional Services |  | TITLE | Manager Communications | |
| BRANCH | Communications |  |  |  | |
| SECTION |  |  | CONDITIONS OF EMPLOYMENT  Public Service Award 1992 | | |

**SECTION 2 - REPORTING RELATIONSHIPS**

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| Title  Classification | Director General |  |  |
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|  | Responsible to |  |  |
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| Title  Classification | Director, Strategic Policy and Regional Services  Class 1 |  | Other offices reporting directly to this office.  Title & Classification:   * Manager Sport International , L8 * Manager, Regions, L8 * Strategic Projects Officer, L8 * Principle Policy Officer, L8 * Senior Policy Officer, L7 * Senior Policy Officer, L6 * Admin Officer, L3 |
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|  | Responsible to |  |  |
|  |  |  |  |
|  | **THIS OFFICE** |  |  |

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|  | Offices under direct responsibility |  |
| Title  Project Officer - Clubs and Families  Multi Media Coordinator  Graphic Designer  Communications Project Officer | Classification  L5  L5  L3  L5 | Number of FTE’s Supervised and controlled:  Nil  Nil  Nil  Nil |

**SECTION 3 - KEY RESPONSIBILITIES**

State Briefly the key responsibilities or prime functions of the job.

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| Overall responsibility for strategic development and operational implementation of DSR’s communication plan. Leads and manages a small unit responsible for the agency’s advocacy, media liaison and communications.  The role also has responsibility for:   * managing a team of creative people to deliver a range of publications and multi-media materials to a consistently high standard. * managing ministerial liaison and cross government communications and media matters. * supporting the marketing and communications elements of DSR’s state-wide policy and program delivery. * liaison with Perth Stadium Project Team on a broad range of communications matters. * Continued generation of advocacy content to demonstrate the benefits of sport and active recreation |

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| SECTION 4 - STATEMENT OF DUTIES | | | EFFECTIVE DATE OF  DOCUMENT  October 2016 | | |
| TITLE  Manager Communications | | CLASSIFICATION  Level 7 | OFFICE No.  5COM701P | | |
| BRIEF SUMMARY OF DUTIES TO BE PERFORMED LISTED IN DESCENDING ORDER OF IMPORTANCE. | | | | | |
| Duty No. | Details | | | Freq | % |
| **1.0**  1.1  1.2  1.3  1.4  1.5  1.6  1.7  1.8  1.9  1.10  **2.0**  2.1  2.2  2.3  **3.0**  3.1 | **COORDINATION/ MANAGEMENT**  Ensures DSR has a current communications plan and oversees implementation and evaluation. Works with the Director in development of overall profile and imagery of DSR.  Maintains strong support and engagement on communications matters with the Office of the Minister for Sport and Recreation.  Oversees service quality and presentation standard of DSR’s print and electronic resources.  Ensures program delivery functions across DSR have initiative/project level communications/marketing plans.  Manages contracted communication services i.e. speech-writing, major infrastructure projects.  Directs Advocacy Project (Promoting the value of sport and recreation to community) team to develop, implement and evaluate impact.  Responsible for key communications related compliance and reporting requirements e.g. annual reports, parliamentary questions.  Liaises with other sport and recreation portfolio agencies (WAIS, WA Sports Centre Trust) to maintain consistency and appropriate linkages in communications aspects.  Contributes to Perth Stadium communications.  (Note: The Perth Stadum Project has dedicated communication capacity).  Ensures effective delivery of key sport and recreation forums e.g. industry conference, awards programs and Active Series.  **LIAISON**  Contributes to key agency planning and management forums.  Contributes to Strategic Policy and Regional Services divisional strategic, operational and budget planning and management.  Represents DSR at a senior level on committees and working parties relevant to the role.  **OTHER**  Other duties as directed | | |  |  |

FREQUENCY: D-Daily; W-Weekly: F-Fortnightly: M-Monthly; O-Occasionally or as required; A-Annually.

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| **SECTION 5 - SELECTION CRITERIA** | | EFFECTIVE DATE OF  DOCUMENT  October 2016 |
| TITLE  Manager Communications | CLASSIFICATION  Level 7 | OFFICE NO.  5COM701P |
| EACH CRITERION TO SPECIFY WHETHER ESSENTIAL OR DESIRABLE | | |
| **ESSENTIAL:**   1. Demonstrated high-level communication, interpersonal, consultation and negotiation skills and proven experience in liaising and providing strategic advice at the Ministerial and senior government levels. 2. Sound skills in media management including extensive experience in managing emerging contentious issues and building strong advocacy cases. 3. Demonstrated high level experience and success in the development and implementation of communication plans and public relations/advocacy strategies within a complex organisation and/or at significant project level. 4. Well-developed skills in writing, research and analysis for a broad range of applications including media releases, speeches, presentations, briefing notes, publications, articles and reports. 5. Well-developed conceptual and analytical skills, together with the ability to provide innovative and creative solutions to problems and issues. 6. Demonstrated staff management and team leadership skills.   **DESIRABLE:**   1. Tertiary qualification in Communications/ Media/ Journalism/ Public Relations or equivalent. 2. Knowledge and understanding of sport and recreation trends and issues. | | |

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| SECTION 6 - APPOINTMENT FACTORS | | | EFFECTIVE DATE OF  DOCUMENT  October 2016 |
| TITLE  Manager Communications | CLASSIFICATION  L7 | | OFFICE No.  5COM701P |
| LOCATION AND ACCOMMODATION  State location of the position. If accommodation is available give details such as departmental/GROH, free/rental, etc. | LOCATION  ACCOMMODATION | Leederville. Occasional travel to regional areas.  N/A | |
| ALLOWANCES/SPECIAL CONDITIONS  State Allowances and conditions applicable | Consent for DSR to conduct an online police check will be required prior to commencement of employment, as per **DSR Employment Suitability Check Policy.**  Some out of hours work may be required. | | |
| SPECIALISED EQUIPMENT OPERATED  Specify type of equipment, make and model, operated. | * A Class drivers licence * Competence in commonly used personal computing applications, particularly spreadsheet and word processing applications. | | |

**SECTION 7 - CERTIFICATION**

(i) The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the job.

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|  | **BRANCH/DIVISION HEAD** |  | **DIRECTOR GENERAL** |
| SIGNATURE |  | SIGNATURE |  |
| DATE |  | DATE |  |

(ii) As occupant I have noted the statement of duties, responsibilities and other requirements as detailed in this document.

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| NAME | SIGNATURE | DATE APPOINTED | DATE |
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