

HUMAN RESOURCES
Job Description Form



1. Position Identification

POSITION TITLE	Corporate Communications Officer
CLASSIFICATION	Level 5
POSITION NUMBER	TWA18042
DIVISION	Corporate Communications
BRANCH	Corporate Communications
LOCATION	Perth
EFFECTIVE DATE	July 2010

2. Reporting Relationships

Number of Positions Supervised 0

SUPERVISOR

Position Number

TWA18037

Position Title

Director Corporate Communications

Classification/Level

Level 8

3. Organisational Context

Tourism WA is a WA State Government agency that aims to increase tourism numbers by marketing the state as a competitive destination, developing, attracting and marketing major events and supporting significant tourism infrastructure development.

4. Role

The purpose or prime function of this position is:

To develop and implement corporate communications strategies for events and initiatives and provide advice to senior management, to enhance the profile of Tourism WA and the tourism industry.

5. Key Result Areas and Duties

Media and Public Relations

- Plans, develops and implements corporate communications strategies for events and initiatives.
- Drafts media statements, speeches, briefing notes, background documents and ministerial communication.
- Responds to media queries, taking action when required.
- Delivers internal communications including staff communications on the intranet.
- Media reporting.
- Undertake research into media issues, speeches, briefing notes and other communications.
- Responsible for the production and distribution of the monthly internal newsletter.

- Develops and distributes Tourism WA's Stakeholder newsletter.
- Contributes to the management and integrity of the Tourism WA corporate website.
- Ensures all corporate communications follow the TWA style guide and branding requirements.
- Assist with other corporate communications activities as required.

Other

- Represents Tourism WA on committees and forums as required.
- Undertake other duties as required.

6. Requirements of the Position

The successful candidate should be able to demonstrate, within the context of the position:

ESSENTIAL

1. Demonstrated experience in Public Relations or media environment.
2. Experience in the development of media material and in the preparation of briefing notes, media releases, presentations and speech notes.

DESIRABLE

3. Tertiary qualification in relevant discipline such as journalism, public relations or communications.

Core Skills Statements:

The successful candidate will possess the following skills and competencies as they relate to the position advertised:

Communication

Written and verbal skills

Interpersonal skills (including well developed ability to negotiate, facilitate, present information, develop relationships and networks)

Ability to liaise effectively with a diverse range of people

Personal Attributes

Ability to work independently and as a part of a team

Ability to plan, prioritise and organise work to meet deadlines

Ability to analyse information and problem solve

Initiative

Self motivated with a results (versus activity) orientation

Management

Demonstrated leadership and management skills with the ability to effectively lead and develop teams

Demonstrated ability to manage concurrent and time constrained projects within budget

6. Appointment Details

INDUSTRIAL AGREEMENT AWARD	Public Service and Government Officers General Agreement 2014 Government Officers Salaries, Allowances and Conditions Award 1989
SPECIAL CONDITIONS	Nil
ALLOWANCES	Nil
ACCOMMODATION	Not applicable
SPECIALISED EQUIPMENT OPERATED	Not applicable (Note: Unless otherwise stated in the Job Description Form, all positions within Tourism Western Australia require the occupant to be able to use a personal computer.)

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