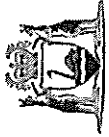


# JOB DESCRIPTION FORM

<b>JOB TITLE:</b> Community Awareness Coordinator	<b>POSITION NUMBER:</b> 13654	<b>CLASSIFICATION:</b> Level 4
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<b>AWARD</b> PSA 1992 / PSGOGA 2014	<b>EMPLOYMENT TYPE</b> Permanent, Part-Time (0.8 FTE)
<b>DIRECTORATE</b> Executive Services	<b>TEAM</b> Marketing and Communications
<b>POSITION REPORTS TO</b> 13116 Communications and Marketing Manager, Level 7	<b>POSITIONS REPORTING TO THIS POSITION</b> Nil
<b>PURPOSE OF POSITION</b> To prepare and disseminate community awareness of promotional programs and activities undertaken by the State Library of Western Australia.	
<b>CONTEXT</b> The State Library of Western Australia seeks to enrich the lives of Western Australians by enabling access to resources for information, learning, enterprise and recreation; and collecting and preserving our social and documentary heritage for current and future generations.  The State Library of Western Australia is part of the Culture and Arts Portfolio, brought together by the Department of Culture and the Arts (DCA). DCA is the State Government agency responsible for the Government's support of management and development of arts and culture in Western Australia.  The Chief Executive's Office supports the organisation, the CEO and the Library Board through policy development, research, reporting and executive support. It provides support services to the organisation in marketing and communications.	

<b>REGIS</b>	
DEPARTMENT NO.	81212
INITIALS	<i>[Signature]</i>



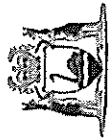
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<b>JOB TITLE:</b> Community Awareness Coordinator	<b>POSITION NUMBER:</b> 13654	<b>CLASSIFICATION:</b> Level 4
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<p><b>STATEMENT OF DUTIES</b></p> <p>Under the guidance of the Marketing Manager:</p> <ol style="list-style-type: none"> <li>Develop and implement social media opportunities afforded by State Library activities.</li> <li>Update website calendar for all events and activities hosted by SLWA and work with BIS to maintain website content.</li> <li>Assist in the publicising of events for the State Library's annual exhibitions and events program.</li> <li>Maintains promotional materials/information in the Library and distribution to other venues.</li> <li>Coordinates and prepares responses to media enquiries.</li> <li>Liaise with Directorates to source information as required to meet marketing services requests.</li> <li>Provide support to the Communications and Marketing Manager and perform other duties as required.</li> <li>Maintain department records, assists in reporting requirements.</li> <li>Participate in the planning and development of teamwork plans and contribute towards meeting State Library objectives and outcomes.</li> <li>Provides customer focused service and contributes to a positive team environment.</li> </ol> <p>Other duties as required with respect to the skills, knowledge and abilities of the employee.</p>	<p><b>Compliance and Legislative Knowledge</b></p> <ul style="list-style-type: none"> <li>Comply with Culture and Arts Portfolio Code of Conduct, policies and procedures and relevant appropriate legislation.</li> <li>Meet Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.</li> <li>Understanding of the Privacy Act in relation to the gathering and sharing of personal information.</li> </ul>
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**REGISTERED**  
DEPARTMENT OF CULTURE  
AND THE ARTS

INITIALS *AL* DATE *8/2/17*



# JOB DESCRIPTION FORM

<b>JOB TITLE:</b> Community Awareness Coordinator	<b>POSITION NUMBER:</b> 13654	<b>CLASSIFICATION:</b> Level 4			
<p><b>WORK RELATED REQUIREMENTS (SELECTION CRITERIA)</b></p> <p><b>Essential</b></p> <ol style="list-style-type: none"> <li>Experience in generating and coordinating publicity.</li> <li>Experience in researching, writing and preparing text for brochures and/or media statements.</li> <li>Demonstrated experience in using computer applications and technology in delivering promotions and communications to achieve business outcomes. ie. social media applications, drupal, excel spreadsheets, presentation packages (prezzi, powerpoint, windows media)</li> <li>Experience in creating and managing website content and online calendar of events.</li> <li>Demonstrated ability to communicate effectively at all levels, both verbally and in writing including preparing e-presentations.</li> <li>Experience in solving problems through creative and workable solutions and options.</li> <li>Demonstrate ability to identify client needs and expectations and provide flexible and responsive service.</li> <li>Capacity to work both independently and as part of a team, with a positive approach to continuous improvement.</li> </ol> <p><b>Desirable</b></p> <ol style="list-style-type: none"> <li>Qualifications in marketing or related discipline.</li> <li>Demonstrated experience in marketing assistant, marketing coordinator or graduate positions.</li> <li>Experience in a government or local government working environment.</li> <li>Enthusiastic and willing to learn and engage with opportunities that may arise from time to time.</li> </ol>					
<p><b>KEY RELATIONSHIPS / INTERACTIONS</b></p> <ol style="list-style-type: none"> <li>Other staff across the State Library</li> <li>Clients and other visitors to the State Library</li> <li>External suppliers and partners.</li> <li>Marketing staff in other DCA entities</li> </ol> <p><b>KEY CHALLENGES</b></p> <ol style="list-style-type: none"> <li>Working with the Marketing and Communications Manager to maintain and promote the State Library brand image.</li> <li>Helping workflows within the Marketing and Communications team.</li> <li>Developing and maintaining good working relationships and being flexible with new ways of working.</li> </ol> <p><b>SPECIAL CONDITIONS</b></p> <ol style="list-style-type: none"> <li>Working outside normal business hours may be required on occasions.</li> <li>Required to have a flexible approach to hours of work to support the needs of the marketing unit.</li> <li>A current within six months National Police Clearance will be required.</li> </ol>					
<table border="1"> <tr> <td style="text-align: center;"><b>REGISTERED</b></td> </tr> <tr> <td style="text-align: center;">DEPARTMENT OF CULTURE AND THE ARTS</td> </tr> <tr> <td>INITIALS <u>                    </u> DATE <u>8/2/17</u></td> </tr> </table>		<b>REGISTERED</b>	DEPARTMENT OF CULTURE AND THE ARTS	INITIALS <u>                    </u> DATE <u>8/2/17</u>	<b>LOCATION</b> Perth
<b>REGISTERED</b>					
DEPARTMENT OF CULTURE AND THE ARTS					
INITIALS <u>                    </u> DATE <u>8/2/17</u>					

Manager Signature: ..... Date: ...../...../.....

Employee Signature: ..... Date: ...../...../.....

1. The first part of the document is a list of names and titles, including "The Hon. Mr. Justice" and "The Hon. Mr. Justice".