



Job Description Form

Department of the Attorney General Purpose

To provide high quality and accessible justice, legal, registry, guardianship & trustee services that meet the needs of the community and government.

Position Title Marketing & Communications Officer		
Effective Date March 2018	Position Number Generic	Level 5
Division Public Trustee	Directorate Business Development and Marketing	Branch

Divisional Outcomes

Provide a comprehensive range of affordable, quality, secure and impartial trustee and asset management services to Western Australians.

The Public Trustee is responsible for:

- Administering estates of people who die with or without a will (estate administration)
- Managing the financial affairs of people who are unable to manage their financial affairs or for people seeking assistance (trust management)
- Preparing wills for people who are willing to appoint the Public Trustee as their executor (wills).

Directorate Outputs

The Business Development & Marketing Directorate is responsible for the delivery of business development, marketing and communications products and services including:

- Building positive relationships and partnerships with key stakeholders to develop and enhance the utilisation of the PT's services and products;
- The development and implementation of PT business development, marketing, and communications plans and strategies; and
- Provision of strategic advice and support to the Public Trustee and PT Executive, Management and Staff.

Branch Outputs

Role Of This Position

The position provides support and assistance to the Director Business Development and Marketing in the development, implementation and management of business development, marketing and communications services of the Public Trustee. Researches, writes, edits and disseminates content for internal and external audiences. Develops, coordinates and compiles content for Public Trustee publications, marketing materials and digital assets.

Position Title Marketing & Communications Officer		
Effective Date March 2018	Position Number 008078	Level 5
Division Public Trustee	Directorate Business Development and Marketing	Branch

Responsibilities Of This Position

Planning

- Assists with the development, implementation and monitoring of Marketing and Communication Plans;
- Responsible for and/or contributes toward developing, implementing and managing marketing and communications programs to raise public awareness and increase the utilisation of the PT's services;
- Coordinates promotional strategies and advertising campaigns to raise the profile of the PT and its services.

Research and Analytical

- Commissions market research and evaluates effectiveness of communication and business development strategies, programs and activities.

Communications & Events

- Writes and edits articles and organises events to maintain an awareness of Public Trustee issues and developments.
- Initiates, co-ordinates and compiles content for the Public Trustee's internal and external communications channels.
- Ensures content adheres to policy, style and content guidelines and reflects Departmental strategic communication strategies.
- Coordinates the development, design and printing of annual report, publications and promotional material.

Online Services

- Initiates, edits and uploads content on social media, websites and other digital assets. Ensures content is consistent and easily accessible across all sections and sites.
- Maintains an awareness of technological developments in online production and presentation, which will enable more effective dissemination of information to stakeholders and the broader community.

Stakeholder Relationships

- Liaises with clients and stakeholders on matters effecting the provision and operation of PT services;
- Prepares speeches, briefing notes and other communications for PT management;
- Provides sound advice to PT staff on issues relating to the marketing and communication services;
- Contributes to the development, implementation, management and maintenance of constructive relationships within the Department/Office, with other government authorities and external organisations to ensure the Office's strategic, operational and business requirements are provided;
- Maintains his/her own professional development though developing and maintaining broad networks with other professionals and stakeholders and maintaining up to date knowledge of current standards, trends, successes and limitations of other public trustees in the provision of trust and estate services;
- Has due regard for community expectations and actively building community confidence at every opportunity;
- Positively represents and promotes the Office/Department and the Office/Department's interests at various inter agency, community and other forums.

Resource Management

- Effectively and efficiently manages business development and marketing resources including delegated responsibilities for communications and events budget.

Cultural Change & Continuous Improvement

- Plays a key role in contributing to and implementing strategies to achieve positive, productive and innovative organisational change.

Corporate Citizenship

Demonstrates high standards and practice of ethical conduct and behaviour as required under the Departments frameworks of Code of Conduct and Public Sector Code of Ethics.

Demonstrate a commitment to the ethos of Equal Employment Opportunity principles through personal conduct and daily interaction with colleagues.

Demonstrate commitment to the legislative obligations set out in the *Occupational Health and Safety Act 1984*.

Take reasonable care to ensure their own safety and health, and that of others at work, and comply with the department's policies and any other direction given for their safety and health in the workplace.

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Work Related Requirements (Selection Criteria)

For a full description of each criterion, see the section “Skills, Knowledge, Behaviours and Qualifications”.

ESSENTIAL:

Well Developed Communication and Interpersonal Skills Research, writing and editing complex information. Interviewing. Attention to customer needs. Writing effectively and in a concise style for a diverse audience. Networking effectively with internal and external stakeholders. Strong interpersonal skills.

Well Developed Analytical and Conceptual Skills Assisting in the development of marketing strategies and community information programs. Ability to design and use market research.

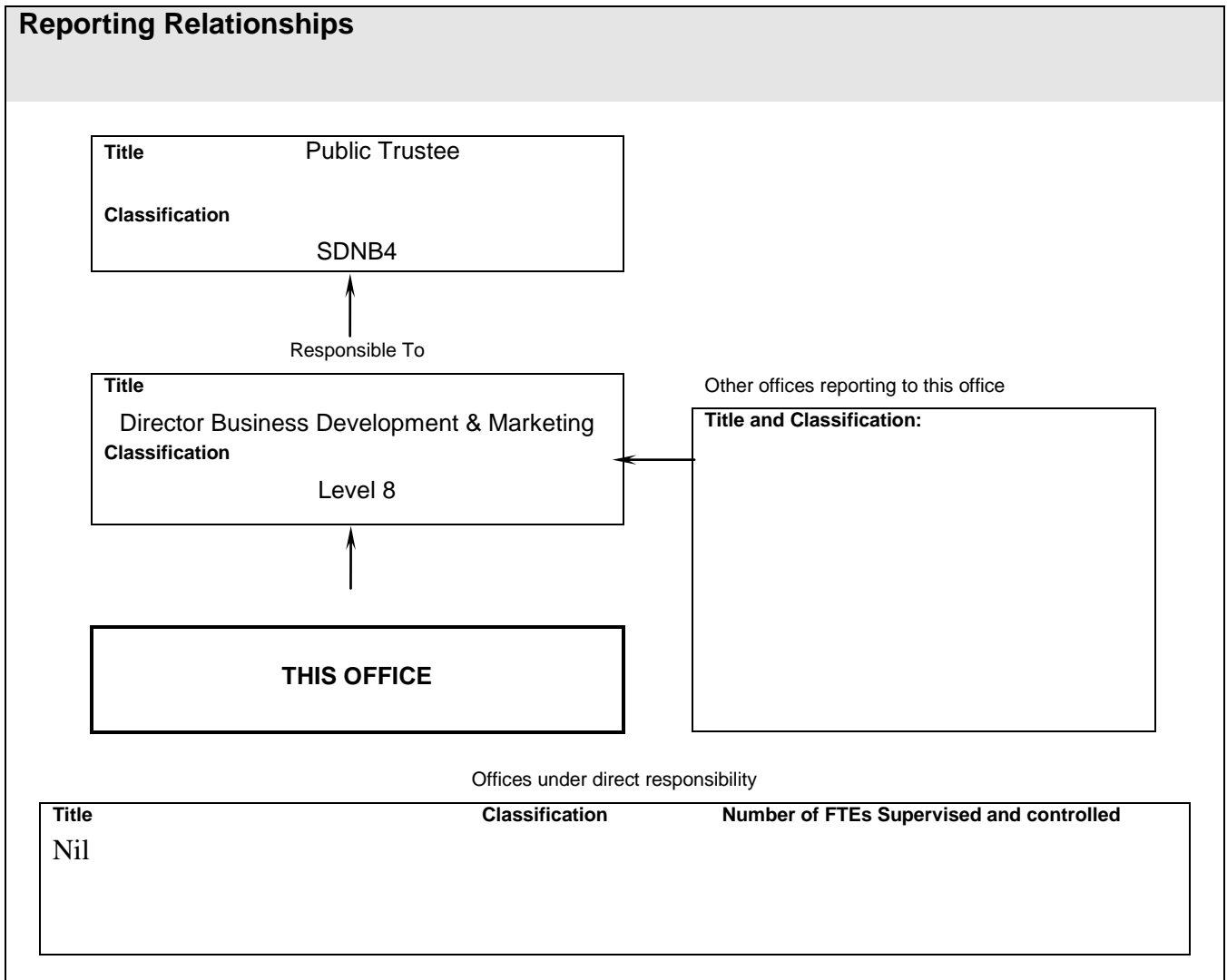
Knowledge and Experience in Communications, Publishing, Public Relations and Events Strong digital and social media capability. Knowledge of graphic design, publication and print production processes. Writing and editing for a range of communication services such as electronic publishing, print and marketing. Public relations and event planning and execution including target audience analysis and information strategies.

Well Developed Organisational and Planning Skills Organising conflicting priorities, working well under pressure and meeting deadlines. Delivering high quality marketing, communication and events projects on time and budget. Experience with supervising external contractors for value for money.

HIGHLY DESIRABLE

Educational qualifications Completed tertiary studies in communications, journalism, public relations, media studies, marketing or related disciplines.

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LOCATION AND ACCOMMODATION	LOCATION Perth CBD
	ACCOMMODATION Nil
ALLOWANCES/SPECIAL CONDITIONS	Nil

Certification

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

Position Title of Delegated Authority Public Trustee Brian Roche
Signature
Date March 2018