



Job Description Form

013116 Principal Project Officer – Media Liaison

POSITION DETAILS

Classification Level: Level 7
Award/Agreement: PSA 1992 / PSGOGA 2017
Position Status: Permanent, full time
Organisation Unit: Advisory Services Directorate
Physical Location: Perth CBD

REPORTING RELATIONSHIPS

Responsible to:

020359 Executive Manager, Strategic Communications – Level 8

THIS POSITION: 013116 Principal Project Officer – Media Liaison - Level 7

Direct reports: TBC

Level: TBC

OVERVIEW OF THE POSITION

The Advisory Services Directorate is accountable for the development of a proactive communication engagement strategy to inform both staff and the community of the Department's activities, key priorities, Vision, Mission and Values. The Directorate is accountable for the proactive management of all media interactions with the Department including; the development of media relations strategies, media conferences and statements and the coordination of media-oriented events.

The Principal Project Officer Media Liaison is responsible for assisting the Executive Manager, Strategic Communications in the development and review of agency-wide external communication policies, strategies and guidelines. The position holder will also assist with the planning and oversight of a range of activities centred on the development of an effective and proactive external communications strategy including the development, implementation and review of external communication engagement principles, frameworks and practices. The role provides high-level support to the Executive Manager, Strategic Communications in the formulation of strategies as well as the provision of professional consultation and advice to key Department stakeholders and relevant external bodies.

JOB DESCRIPTION

As part of the reform team, the successful applicant will be expected to:

- Maintain focus on the Department's goals concerning safety, security and rehabilitation;
- Work to improve communication and model integrity and respect in all interactions;
- Operate within the Department's Corporate Governance Framework, policies and procedures and ensure effective transparency and accountability of all Department activity;
- Operate within chain of command facilities to coordinate activities required to meet the Department's strategic objectives and work collaboratively to achieve common goals and best practice and facilitate business improvements as appropriate;
- Facilitate cultural and management reforms within the Department through leadership and engagement and represents the Executive Manager, Strategic Communications on committees and working groups as required.

ROLE SPECIFIC RESPONSIBILITIES

- Support the Executive Manager, Strategic Communications with strategic advice and analysis on a broad range of issues including the initiation, development, implementation and evaluation of external communications projects and the management of stakeholder and community communications.
- Assist with the management of complex external communications projects.
- Contribute to the development, implementation and management of the Department's strategic communications, including media liaison (briefings/conferences/statements) and public relations strategies.
- Contribute to the development and implementation of policies and guidelines relating to the Departments' external communication program development and evaluation.
- Undertake analysis, evaluation and appraisal of programs, project proposals and communications programs against the Department's strategic communication objectives and provide advice to the Executive Manager, Strategic Communications and other stakeholders as required.
- Assist the Executive Manager with coordination of the media liaison and public relations functions for the Department including preparing briefings for the Minister, the Director General and senior executives, facilitating media conferences and preparing media statements.
- Support the Executive Manager with monitoring and evaluating information relating to the Department, including media reports, discussions within the public domain and communications by external stakeholders.
- Provide consultation, advice and support on media management to staff as necessary.

JOB RELATED REQUIREMENTS

In the context of this position, the ability to demonstrate the following skills, knowledge and experience.

Shapes and Manages Strategy

The ability to; provide direction to others regarding the purpose and importance of their work , set work tasks that align with strategic objectives and communicates the expected outcomes, understand the Department's objectives and aligns policy initiatives accordingly, consider the ramifications of identified issues and evaluate their potential impacts on work plans and operational goals, gather and investigate information from a range of sources and explore new ideas and different points of view, investigate best practice approaches that may enhance service delivery are important for this role.

Achieve Results

The ability to; critically review project/program performance, identify areas of improvement and initiate changes to ensure positive outcomes, identify key talent that will enhance and support performance, remain flexible and responsive to changes in requirements, seek specialist expertise and capitalise on the expert knowledge and skills of others, outlines specific activities that support success, respond in a positive and flexible way to change and uncertainty, share information and own expertise with others, monitor own progress and adjust plans as required to meet deadlines, commit to achieving quality outcomes and seek feedback from stakeholders to gauge satisfaction are all fundamental to this role.

Builds Productive Relationships

The capacity to; build and sustain relationships with a network of key people internally and externally, be proactive in offering assistance for a mutually beneficial relationship, anticipate and be responsive to internal and external clients' needs, involves, encourages and recognises the contributions of people, consult and share information and ensures that others are informed of issues, work collaboratively with the team, encourage the exploration of diverse views and try to see things from different perspectives, identify learning opportunities and strengths within the team and delegate tasks accordingly, set clear performance standards and provide timely praise and recognition, provide constructive objective feedback in a manner that gains acceptance and achieves resolution, deal with poor performance promptly are requirements for this role.

Exemplifies Personal Integrity and Self-Awareness

This role requires; a high level of personal commitment to integrity, professionalism, probity and personal development, adherence to the Code of Conduct, the ability to provide forthright and impartial advice - to challenge important issues constructively and stand by own position when challenged, to seek advice and guidance when required, takes personal responsibility for meeting objectives and shows initiative and acts proactively to progress work to meet deadlines, able to remain positive and respond to pressure in a controlled manner – continues to progress work despite criticisms and setbacks, a strong commitment to learning and self-development and acceptance of challenges and new opportunities.

Communicates and Influences Effectively

A demonstrated ability to: present messages confidently and persuasively and to successfully listen, understand and adapt to a range of audiences, select the most appropriate medium for conveying information and structures communications to ensure clarity, approach negotiations with a strong grasp of key issues, able to frame persuasive arguments that take account of opposing views,

encourage support from relevant stakeholders, strive to achieve outcomes that benefit both parties are all requirements for this role.

Role Specific Criteria

- Ability to prioritise work with the demonstrated ability to meet tight deadlines
- Demonstrated high-level experience in the development and implementation of a range of contemporary communications and public relations strategies in a large, multi-disciplinary and geographically dispersed organisation.
- Proven experience in media relations with demonstrated ability to prepare high-quality media responses and copy within tight timeframes.
- Highly developed interpersonal skills with the ability to build and maintain effective working relationships with a wide range of organisations, interest groups and individuals in the public and private sectors.
- Highly developed communication (both written and verbal), negotiation, conceptual, analytical and problem solving skills.
- Knowledge and understanding of media management and liaison protocols at Ministerial and senior government levels.

SPECIAL REQUIREMENTS/EQUIPMENT

Availability to attend after hours media enquiries
Current C or CA class WA drivers licence or equivalent

CERTIFICATION

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

DIRECTOR GENERAL

Signature: _____ Date: _____

HR CERTIFICATION DATE: _____