

## POSITION DETAILS

**Position Title**

Community Relations and Promotions Coordinator

**Position Number**

13822

**Classification Level**

Level 4

**Award/Agreement**

Public Service Award 1992/ Public Service and  
Government Officers CSA General Agreement  
2017

**Division/Directorate**

Office of Multicultural Interests

**Branch/Section**

Community Relations and Information

**Physical Location**

140 William Street, Perth

**Effective Date**

13/08/2018

**Employment Type**

Permanent

Full time

## REPORTING RELATIONSHIPS

**Position reports to**

13815 Manager Community Relations - Level 7

**Positions reporting to this position**

Nil

## PURPOSE OF THE POSITION

Responsible for the development and implementation of a range of communications and promotional projects, including marketing, events and publications for the Office of Multicultural Interests (OMI). Provides administration support to the Community Relations and Information Branch as required.

## ABOUT THE DEPARTMENT

The Department of Local Government, Sport and Cultural Industries facilitates lively communities and the economy and the offering of outstanding and inclusive sporting and cultural experiences to local, interstate and international visitors.

MISSION	VISION	VALUES
Enlivened and successful communities and economy	To facilitate lively communities and economy and the offering of outstanding and inclusive sporting and cultural experiences	Vision Excellence Diversity Leadership Integrity

### DLGSC Objectives

- To partner with local government to deliver good governance to community
- To promote participation and achievement in sport, recreation, culture and arts
- To support and grow the cultural industries
- To promote the benefits of cultural diversity and social inclusion
- To provide opportunities in the hospitality sector by reducing red tape on the liquor and gambling industries
- To celebrate Aboriginal culture and preserve history and traditions

### DLGSC Approach

We will achieve this by:

- Working collaboratively across other State Government departments
- Creating synergies and find efficiencies in business functions
- Responding proactively to State Government imperatives such as election commitments and stated strategic priorities
- Contributing to the achievement of Government targets
- Community focussed engagement and partnerships

## ROLE OF THE UNIT

The role of the Office of Multicultural Interests is to assist the Minister for Citizenship and Multicultural Interests and the State Government to achieve the full potential of multiculturalism. This requires strategies that include the whole community including business and industry groups, government and non-government agencies, culturally diverse communities and the wider community.

The Office acts as an ‘enabler’—providing information, advice, funding, training and support and encouraging and facilitating partnerships and collaboration to achieve:

- A society that values, respects and maximises the benefits of its cultural, religious and linguistic diversity
- The development of organisations whose policies, programs and services are accessible and responsive to the needs of our diverse community
- Strong communities whose members foster and share their diverse cultures and actively participate in all aspects of Western Australian life.

The objectives of the Office are to

- Strengthen the capacity of culturally diverse communities
- Support the development of culturally inclusive policies, programs and services
- Facilitate full participation by culturally diverse communities in social, economic, cultural and civic activities.
- Develop intercultural understanding and promote the benefits of our State’s cultural and linguistic diversity.

Positions within this division are responsible for the delivery of programs, services and projects that provide information, advice, services, funding and activity coordination that address these objectives.

Through well-developed processes, knowledge management and information delivery methodologies, research, risk analysis, robust project management as well as strong facilitation and collaboration competencies these staff will contribute to the achievement of improved collaboration between government agencies, not-for-profit organisations and local governments in the delivery of a wide range of community services at the local level.

## DUTIES OF THE POSITION

This section outlines the results and outcomes required of an individual in this position.

### **Promotions and Community Engagement**

1. Responsible for the organisation of and participation in promotional and publicity activities and events.
2. Responsible for the organisation, development and implementation of promotional campaigns in conjunction with other teams.
3. Responsible for developing, maintaining and updating content on OMI's website and social media platforms.
4. Support the development and coordination of OMI's marketing and promotional activities aimed at increasing awareness of culturally and linguistically diverse (CaLD) community issues.
5. Liaise with other teams to maximise promotional opportunities.
6. Liaise with ethnic and community groups to promote and publicise community education activities and related events.
7. Coordinate, organise and promote Harmony Week initiatives and other major OMI events.
8. Develop a range of strategic and special projects as required.

### **Publications**

9. Responsible for the coordination, preparation and production of publications (including guidelines and promotional material) for OMI.
10. Liaise with OMI Officers, Culturally and Linguistically Diverse community groups and suppliers on the content, production requirement and/or costs of OMI publications.

### **Administration**

11. Provide administrative support to the Community Relations and Information Branch.
12. Develop operational procedures and guidelines.
13. Assist in preparing Ministerials, briefing notes, speeches and media releases.
14. Undertake research in relation to multiculturalism, communications and community engagement issues as required.
15. Other duties as required.
16. Must be available to undertake duties outside normal office hours as requested.

## COMPLIANCE AND LEGISLATIVE KNOWLEDGE

- Comply with the Department's Code of Conduct, policies and procedures and relevant appropriate legislation; and
- Meets Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.

## WORK RELATED REQUIREMENTS

Essential Pre-employment requirements: Nil

Criminal History Record Check: An acceptable National Police Certificate (police clearance), or equivalent, is an essential pre-employment requirement and must be obtained prior to commencement.

Please note that a criminal record does not necessarily disqualify you for appointment. You will be given the opportunity to discuss the matter fully before a final decision is made.

Applicants should demonstrate their capacity to meet the following criteria, which should be read in conjunction with the specific responsibilities of this role.

### Essential

1. Demonstrated experience in facilitating the production of organisational publications and contributing to community engagement projects aligned to organisational goals.
2. Demonstrated experience in the development and coordination of effective marketing and promotional activities across a number of platforms.
3. Ability to build and maintain effective relationships with internal and external stakeholders, team members, other teams and ensure others are kept informed.
4. Exhibits a high commitment to personal integrity, accountability and professional ethos within the organisations value system and wider public sector.

### Desirable

1. A tertiary qualification or relevant professional experience in a relevant field e.g. public relations, marketing, journalism or equivalent relevant experience in these fields.
2. Demonstrated knowledge and understanding of contemporary issues affecting multiculturalism in the community.

## ELIGIBILITY SPECIALISED - SKILLS / TRAINING REQUIREMENTS

### Special Conditions

- Work outside of normal business hours may be required.

### Appointment is subject to:

- 100 point identification check; and
- Criminal Records Screening clearance.

## CERTIFICATION

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

.....  
**Corporate Executive Representative Signature**

Date (DD/MM/YYYY)

*I have read and accept the responsibilities of the Job Description Form.*

*The position's duties are to be performed in accordance with the Department's Code of Conduct.*

.....  
**Employee Signature**

Date (DD/MM/YYYY)

**REGISTERED**

DEPARTMENT OF LOCAL  
GOVERNMENT, SPORT AND CULTURAL  
INDUSTRIES

Initials: KC

Date: 13.08.18