

Position Title:	Senior Advisor Strategic Communications	Classification Level:	Level 6
Position Number:	3170260	Location:	Midland
Reports To:	Senior Manager Strategic Communications	Positions Under Control:	0
Branch/Section:	Strategic Communications	Job Families/ Function:	Communications
Business Unit:	Corporate Services	Leadership Context:	Personal Leadership

Business Area Overview

Corporate Services supports the operational business units to deliver on Landgate's vision "to fully harness the value of where to power a thriving Western Australia". Strategic Communications is responsible for maintaining and protecting Landgate's reputation and brand. Working closely with the Ministerial Liaison, our role is to work with the business to effectively deliver the right messages, at the right time, to the right audience. Externally, we promote the benefit of our work to the broader community through media liaison, stakeholder engagement opportunities, social media, printed materials and the corporate website. Consistently delivering accurate, efficient, and timely information to our customers. Internally, we support cultural and organisational activities to ensure Landgate employees are kept informed and engaged.

Role Summary

The Senior Strategic Communications Advisor is responsible for delivering effective communication strategies that engage both internal and external stakeholders, supporting Landgate's brand, reputation and strategic priorities. This hands-on role focuses on building strong relationships, producing clear and compelling content for varied audiences, and ensuring alignment with corporate policies. The role requires excellent writing skills, strategic thinking, creativity and the ability to inform and influence both internal and external audiences.

Responsibilities

- Contribute to the design and delivery of effective communication strategies that engage internal and external stakeholders.
- Build and maintain relationships with key stakeholders, ensuring their needs and perspectives are understood and addressed.
- Produce high quality content across media, digital and internal channels, tailored to audience and purpose.
- Manage and monitor media and stakeholder sentiment, identifying issues and supporting mitigation strategies, including contentious or crisis situations.
- Strengthen our stakeholder engagement to build trust, enhance our reputation and drive strategic priorities.
- Support Landgate's brand and reputation through clear, consistent messaging and proactive engagement.
- Collaborate across the organisation to plan and deliver integrated campaigns and communications projects.
- Write for diverse audiences, from formal government reports to engaging internal content.
- Contributes to team plans and ensures their own compliance with training and performance management requirements.
- Works within and maintains an understanding of corporate and business unit policies and

procedures.

- Adheres to Work Health and Safety (WHS) policies and procedures that ensures the safety of staff and customers.
- Acts with integrity at all times, demonstrates behaviours aligned with Landgate's code of ethics and works within relevant policies and procedures, contributing to the accountabilities of the team.
- Performs other duties as directed.

Essential Role Requirements

Expected Behaviours

Landgate has adopted the Public Sector [Leadership Expectations framework](#), and this role sits in the **Personal Leadership** context. Personal Leadership is about the work of individuals not yet in traditional leadership positions who make a direct and immediate difference to the agency.

- **Lead collectively** – You proactively build strong working relationships with members of your team and use these relationships to achieve your objectives and deliverables to a high standard.
- **Think through complexity** – You use information and analysis to initiate problem resolution and seek guidance as necessary.
- **Dynamically sense the environment** – You adapt your communications style and language depending on your target audience, negotiating confidently and respectfully.
- **Deliver on high leverage areas** – You take responsibility for managing your work to achieve results, keeping others informed of your progress.
- **Build capability** – You actively contribute to the development of your team's capability, ensuring you support your team members.
- **Embody the spirit of the public service** – You promote and show respect for the sector in completing your tasks and recognise that your interactions and service delivery have a direct impact on the reputation of the sector.
- **Lead adaptively** – You are continually learning and adjusting your approach to be effective in the changing work environment.

Experience/Qualifications

- Proven experience in developing, implementing and evaluating communication initiatives that are aligned to agency and broader government goals
- Demonstrated ability to build key relationships using your diplomacy, advocacy and negotiation skills to engage with stakeholders.
- Strong organisational skills and attention to detail, with the ability to manage multiple and changing deadlines.
- Demonstrated conceptual and analytical skills with the ability to develop solutions to complex problems that result in positive outcomes

Desirable Role Requirements

- Tertiary qualifications or equivalent experience in a relevant field
- Commitment to continuous improvement/professional development.

Appointment Conditions

- National Police Clearance

Reporting Relationships

Reports to:	Other positions reporting to this position:
Senior Manager Strategic Communications, Level 7	
This position:	
Senior Strategic Communications Advisor, Level 6	
Direct reports: Nil	

Certification

These details are an accurate statement of the duties, responsibilities and other requirements of the position.

Position Title and Business Unit	Name	Date
Manager PC&E Operations, Corporate Services	Rachelle Jarvis	13/10/2025
Senior Manager, Strategic Communications	Kelly Kent	13/10/2025

Effective Date: 14 October 2025