

<b>Position Title:</b>	Digital Communications Officer	<b>Classification Level:</b>	Level 5
<b>Position Number:</b>	3170262	<b>Location:</b>	Midland
<b>Reports To:</b>	Senior Manager Strategic Communications	<b>Positions Under Control:</b>	0
<b>Branch/Section:</b>	Strategic Communications	<b>Job Families/ Function:</b>	Communications
<b>Business Unit:</b>	Corporate Services	<b>Leadership Context:</b>	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 Digital Communications Officer is responsible for planning, creating and managing content across Landgate's digital communication platforms. The role provides expert digital communications advice, balancing online engagement with a strong design capability. It is a hands-on position requiring creativity, energy and initiative to deliver campaigns, while also coordinating with external providers when specialist support is required.

## Responsibilities

- Plans and develops Landgate's digital and social media content plan.
- Develops and schedules content across digital platforms, leveraging current trends to maximise engagement and reach.
- Assists with the creation and implementation of digital and social media policies and procedures.
- Produces high quality, engaging content (written, graphic, and video) tailored for digital channels and campaigns.
- Develops, creates and maintains website and intranet architecture and content.
- Coordinates the design and production of digital and visual assets, engaging external suppliers where required.
- Ensures Landgate's website and digital channels are accurate, accessible and compliant with privacy, accessibility and government standards.
- Safeguards Landgate's visual identity by ensuring all is consistent with government and Landgate brand guidelines.
- Provides regular analytic insights and actionable recommendations to evaluate and improve Landgate's digital platform effectiveness.
- 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

- Good presentation and written communication skills with the ability to write for a range of audiences.
- Demonstrated experience in translating design concepts to digital productions
- High-level knowledge in the digital communications space including innovations and current technologies and software.

## Desirable Role Requirements

- Tertiary qualifications or equivalent experience in a relevant field.
- A demonstrated creative flair and experience in translating design concepts to digital productions.
- Knowledge and experience in adobe design suite.

## Appointment Conditions

- National Police Clearance

## Reporting Relationships

Reports to:	Other positions reporting to this position:
Senior Manager Strategic Communications, Level 7	Senior Advisor Strategic Communications, Level 6
	Senior Advisor Project Communications, Level 6
	Advisor Strategic Communications, Level 5

		Communications Coordinator, Level 4
<b>This position:</b>		
<b>Digital Communications Officer, Level 5</b>		
		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