



## Coordinator Design

### Level 6 (MPE25616)

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Group:	Dept of Mines, Petroleum and Exploration	Location:	East Perth – Mineral House
Division:	Corporate Services	Supervises:	To be confirmed
Branch:	Strategic Communications	Reports to:	General Manager Strategic Communications
Section:	NA		

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### Operational Context

Strategic Communications Branch is responsible for all aspects of the department's communications and marketing functions including internal and external communications, media relations, public relations, social media, website content and development, and issues management. The branch provides strategic advice and support to the Director General, the Executive team and across the department.

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### Role Overview

This position leads the department's Design team and liaises with key departmental staff to conceptualise and implement branding and design requirements within the bounds of the department's Strategic Plan. The role contributes to the communication needs of the department, ensuring the department's information products meet a high standard of consistency, quality and readability to achieve communication objectives.

### Building Leadership Impact as a Leader of Others

We believe that all our people are leaders and expect and encourage them to demonstrate leadership in their roles.

Leadership in this position is about delivering high-quality work as a specialist in their domain of expertise, balanced with a focus on training, motivating and enabling others.

### Role Responsibilities

The following outlines the key responsibilities and duties related to this position:

- Leads and manages the department's Design team.
  - Provides a strategic focus and advice on policies, plans and products relating to branding and design.
  - Provides advice and support to departmental officers on matters involving branding and design services.
  - Engages with key stakeholders to ensure branding and design requirements are gathered, understood and within the bounds of the department's Strategic Plan.
  - Develops creative briefs and concepts for departmental branding and design requirements, complying with the department's style guides.
  - Ensures appropriate approvals, project manages and coordinates the production and successful implementation of key information products, including promotions, publications, photography, videography, event materials, websites, social media, digital display and other electronic media.
  - Implements protocols, education programs and quality checks to ensure brand and design oversight and style guide compliance for key departmental information products.
  - Participates in and contributes to planning and research to support the objectives of the Branch.
  - Manages budget allocations and external relationships in relation to the provision of specialist branding and design services.
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### **Corporate Responsibilities**

The following outlines departmental responsibilities:

- Takes reasonable care to protect your own safety, health and wellbeing at work, and that of others by co-operating with the safety and health policies and procedures of the department and complying with all applicable work health and safety laws.
  - Contributes to or responsible for the achievement of corporate objectives through effective management by ensuring that stakeholders are dealt with in a professional and timely manner.
  - Performs other duties as directed.
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### **Role Specific Requirements**

The following outlines what experience and qualifications are required to undertake this role:

- Substantial marketing and graphic design experience, with exposure to a wide range of communications media.
- Demonstrated experience in developing and interpreting design briefs, developing creative concepts and producing high quality information products.
- Proven team leadership and management experience.

### Expected Leadership Behaviours

While it is expected that the occupant will demonstrate all leadership behaviours of a [Leading Leaders](#) - People the following outlines those that are required to undertake this role:

- **Lead Collectively** - You link the work of your team and your domain of expertise to the agency's objectives and can explain this linkage clearly to others.
  - **Think Through Complexity** - You think critically and strategically to solve problems and enhance effectiveness across your team or work area.
  - **Dynamically Sense the Environment** - You communicate clearly and concisely to ensure a shared understanding.
  - **Deliver on High Leverage Areas** - You identify and understand the competing priorities of your work area, prioritising essential tasks and making adjustments as appropriate.
  - **Build Capability** - You contribute to the development of those in your team or work area by understanding their current capabilities and striving to develop them further.
  - **Embody The Spirit of Public Service** - You display and embody the spirit of public service in all your decision making, interactions and professional activities.
  - **Lead Adaptively** - You share your learnings, encouraging an environment of continuous learning and growth.
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### This position reports to:

General Manager Strategic Communications

### Positions reporting to this Role:

Direct reports to be confirmed

### Position Conditions:

The following outlines pre-employment assessments and ongoing conditions and requirements:

- High integrity required for conflicts of interest
- Nationally Coordinated Criminal History Check

Approved Date

25-NOV-2025