



Digital Communications Coordinator

Classification	Level 5
Position number	00032039
Directorate	Office of the Under Treasurer
Award and Agreement	Public Service Award 1992 and relevant Public Sector CSA Agreement

About us

The Department

The Department of Treasury and Finance (DTF) is at the centre of Government decision-making. As the principal economic and financial advisor, we provide leadership and strategic advice and influence to support the delivery of services and outcomes for the benefit of Western Australia.

What we do is integral to the Government's decision-making processes about where and how to spend taxpayer's money to ensure Western Australians have access to quality services on a financially sustainable basis.

We lead procurement and leverage our buying power to secure products and services for government, achieving value for money for WA.

We collect revenue to fund government services and administer payment of grants and subsidies to the WA community.

The Directorate

The [Office of the Under Treasurer](#) comprises the Communications team, and the Executive and Ministerial Support Unit. The Directorate is the central liaison point between DTF and the Treasurer's and Minister's Offices, provides support to the Under Treasurer and plays an active role in internal and external communications and correspondence.

The role

Key responsibilities

The **Digital Communications Coordinator** is primarily responsible for:

- Developing engaging and creating content across all digital platforms including intranet, social media, and content on WA.gov.au to deliver communications activities that meet customer needs;
- Promoting the achievements and services of the DTF to a broad customer base across all platforms; and
- Supporting broader marketing strategies undertaken by the Communications team.

Key duties

- Plans and coordinates the writing, editing and publishing content of all digital channel content, including intranet, website and social media content for DTF on a day-to-day basis.
 - Produces communications materials in accordance with accessibility and best practice User Experience (UX) standards.
 - Captures insights and analytics across all digital channels to ensure that communications materials are refined and optimised to maximise effectiveness.
 - Serves as the key liaison between DTF and external facing social media sites.
 - Researches and monitors new and emerging communications trends and technologies.
 - Maintains a website feedback register and provides regular reporting, along with improvement solutions.
 - Provides electronic direct mail (eDM) support including analytics.
 - Participates in cross government working groups related to the development of WA.gov.au, offering insights and experiences from the Department.
 - Exhibits accountability, professional integrity and respect consistent with DTF's values, Code of Conduct and the Public Sector Code of Ethics.
 - Undertakes other duties as required.
-

Key requirements

Core competencies

The five core capabilities below, part of the [Capability Framework](#), articulate the desired behaviours and skills required for successful performance in the role. Each capability is supported by a set of behavioural indicators. You will need to ensure that you consider and demonstrate the behavioural indicators relevant to the classification level and within the context of the role.

1. Strategy and Analysis
2. Achieves results
3. Build productive relationships
4. Displays personal drive and integrity
5. Communicates and influences effectively

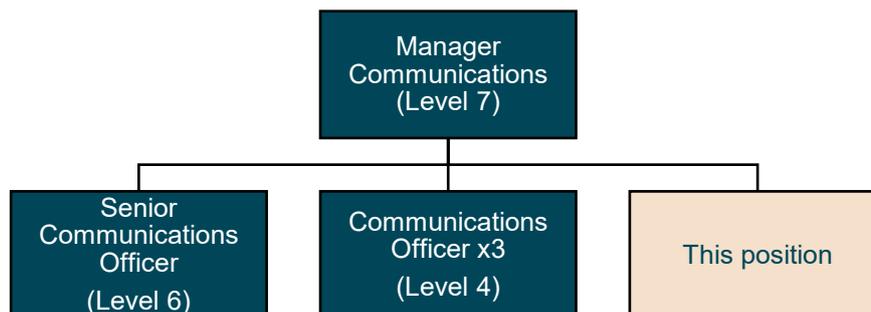
Essential role-specific requirements

1. Demonstrated experience in preparing, editing, and publishing accessible content across channels including e-newsletters, website and intranet environments using a Content Managing System (CMS) in a customer-centric environment.

Desirable role-specific requirements

1. Possession of or progress towards a relevant tertiary qualification.
2. Basic HTML skills.

Reporting relationships



Certification

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

Assistant Director, People and Culture 13/01/2026
