



## Senior Consultant – Media Relations Communications

<b>Position number</b>	Generic
<b>Agreement</b>	Public Sector CSA Agreement 2021 or as replaced
<b>Classification</b>	Level 6
<b>Reports to</b>	Principal Consultant Communications, Media Relations (Level 7)
<b>Direct reports</b>	Nil

### Context

The Communications directorate works to ensure all our activities enhance the image and reputation of the Department and promote Western Australian Government initiatives in education. We do this by providing a range of services to all areas of the Department including:

- internal and external communications
- communications campaigns and strategies
- brand management
- strategic communications advice
- media strategy and management, stakeholder engagement and relationship management
- public relations and marketing activities for a wide range of programs and audiences.

### Strategy, Stakeholder Engagement and Media

The Strategy, Stakeholder Engagement and Media team are responsible for the overarching communication strategy and governance, and manage stakeholder engagement, business and media services for the Communications directorate, including:

#### Strategy and Governance

- setting strategy, standards and processes for the directorate
- stakeholder engagement and relationship management
- communications planning and policy
- maintains 'project management office' within Communications to ensure projects are established and delivered using the project governance framework, including planning and regular reporting
- priority setting, performance monitoring and measurement
- executive/business support and corporate reporting.

#### Stakeholder Engagement

- manage and influence stakeholder engagement and media activities, and consistent support to internal stakeholders

- manage brokerage of Communications services using business partnering model and project matrix structure
- strategic relationship management with directorates across the education department, the office of the Director General and the Minister's office
- brand and messaging, speeches
- engagement with directorates about their strategy, plans and products.

#### Media Relations

- media Strategy, policy and advice
- managing both media responses to incidents or contentious issues and creating proactive stories
- media monitoring and training
- measurement of outcomes.

The Branch understands and is connected to the activities and initiatives across the department to contribute early, influence and educate to deliver outcomes that meet the needs of the business unit and directorate. The Branch ensures all activities are designed to enhance the brand, image and reputation of the Department and promote Western Australian Government initiatives in education.

Visit [education.wa.edu.au](http://education.wa.edu.au) to find out more information about the Department of Education.

#### Key responsibilities

- Deliver media strategies and campaign plans including design, development, analysis and evaluation.
- Ensure teams work collaboratively across the directorate to deliver cross functional projects.
- Undertake complex research and provide recommendations to support the development of innovative, evidence-based communication projects/programs and outcomes.
- Bring together views and perspectives of stakeholders to gain a wider picture of the landscape surrounding communication activities.
- Deploy resources, ensures delivery integration and outcomes consistent with the department's agenda.
- Prepare wide range of communication materials, including Ministerial correspondence, speech notes, reports and general communication correspondence.
- Analyse and review complex issues, identifying emerging issues, developing evidence-based options, and recommend solutions to resolve problems and mitigate risks.
- Provide high level communication advice.
- Build and maintain professional relationships with internal and external stakeholders.
- Represent the department at working groups/teams to support communication projects.
- Maintain awareness and understanding of emerging trends and issues and ensure effective sharing of information and skills, supporting collaboration, communication and connection across the team and directorate.
- Deliver training on Education brand and style guides across the department.
- Take responsibility for the management of allocated team members.

## Selection criteria

### Job Specific

Demonstrated experience in media communications, including formulation, implementation, and evaluation of media projects and programs, including analysis and reporting on performance.

Highly developed writing skills.

### Project Management

Experience managing large or complex projects, or components of larger projects, including the ability to manage performance to deliver agreed outcomes within specified timeframes.

### Communication / Stakeholder Engagement

Highly developed interpersonal and communication skills with the ability to build and maintain stakeholder relationships in a dynamic environment.

### Critical thinking / Problem solving

Highly developed research, analytical and problem-solving skills with the ability to develop innovative solutions to complex problems aligned to strategic direction.

### Team

Proven ability to work collaboratively, mentor and develop others.

## Eligibility and training requirements

Employees will be required to:

- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment
- obtain or hold a current Working with Children Check
- work outside normal working hours and be on call on a rostered basis to carry out all facets of the role
- complete the Department's induction program within 3 months of commencement
- complete any training specific to this role required by Departmental policy
- complete the Department's training in Accountable and Ethical Decision-Making within 6 months of appointment
- complete the Department's Aboriginal and Torres Strait Islander cultural awareness online course within 3 months of commencement.

## Certification

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

## ENDORSED

Date 7 October 2022  
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