



Job Description Communications Officer Level 4

Position Number:	00029324	FTE:	1.0
Directorate:	Office of the Director General	Branch:	Communications and Marketing
Location:	Osborne Park	Position Status:	Permanent
Agreement/Award:	<i>Public Service Award 1992</i> <i>Public Sector CSA Agreement 2024 or as replaced</i>		

Reporting Relationships

Reports to:

Digital Communications Coordinator, Level 6

Other officers reporting to the above office:

No other direct reports

This Office – officers under direct responsibility:

No direct reports

Key Role Statement

The Communications Officer develops, implements and evaluates creative and innovative communication and marketing tools, strategies and processes, including digital communications, to promote the Department's strategies and policies. The position provides operational advice and collaborative support in communications, public relations, marketing and promotions to key stakeholders.

Key Responsibilities

- Develops, implements and evaluates creative and innovative communication and marketing tools, strategies and processes, including digital communications and video content, to promote the Department's strategies and policies.
 - Conducts research, writes, edits and proofreads corporate promotional and marketing material, including digital content for online platforms.
 - Reviews, refreshes and redesigns the Department's public relations, news and events information on its internet and intranet systems and on social media channels to maintain stakeholder interest and interaction.
 - Develops and maintains effective working relationships with strategic partners to maintain the support and promotion of Department programs and events.
 - Works collaboratively with internal clients to coordinate projects, meeting deadlines and work in a team environment.
 - Develops and maintains effective working relationships with internal and external stakeholders.
 - Performs other duties as required.
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Expected Leadership Behaviours

The role occupant is expected to consciously adopt the behaviours and mindsets aligned to the position's **Personal Leadership** context. The following outlines the key leadership behaviours in action pertinent to this position.

- **Lead collectively** - You complete your work to a high standard and ensure information is accurate. You understand how your work fits in the public sector and recognise your role in delivering value for the future of Western Australians.
 - **Think through complexity** - You are solutions focused and seek guidance to explore the likelihood of your intended outcome. You use information and analysis to initiate problem resolution and seek guidance as necessary.
 - **Dynamically sense the environment** - You engage in your work environment with a positive and open mind, acknowledging that your approach may not be the only effective approach.
 - **Deliver on high leverage areas** - You display personal resilience to overcome obstacles and challenges, seeking support from your manager when necessary.
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Selection Criteria**Essential**

- Demonstrated experience in developing and managing public relations projects including website/social media, events, publications, promotions, and advertising.
- Demonstrated knowledge and ability to develop and implement innovative and creative communications strategies including digital communications and video content.
- Demonstrated experience coordinating projects, meeting deadlines and working effectively in a team environment.
- Demonstrated ability to work independently on multiple projects with minimal supervision and high attention to detail.
- Sound interpersonal and communications skills, including researching, writing, proof reading, editing and public speaking.

Other Requirements

- May be required to work from any Department worksite.

Values

Our values reflect the way we go about our work with our partners, stakeholders and each other.

- We find solutions, deliver and do things well.
- We have integrity and courage.
- We respect, trust and care for each other.
- We know diversity makes us stronger

CERTIFICATION

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

Branch Director:

Name: Amber Gorrie

Position: Director Communications

Delegated Authority:

Name: Jodie Wallace

Position: Director General

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Date Registered on Content Manager: 23/03/2026

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