

Job Description Form (JDF)

Position details

Position title:	Communications Adviser
Position number:	70180130 / 70180132 / 70180143 / 70180144 / 70180157 / 70180162 / 70180163 / 70180225 / 70210221
Classification:	Level 5
Physical location:	Various
Award:	PSA 1992
Agreement:	PSCSAA 2022
Pillar:	Office of the Director General
Directorate:	Communications
Branch	Various

Reporting relationships

Reports to:	Various This position
Direct reports:	Nil

Role summary

Works collaboratively with the team to implement corporate and regional communications strategies, initiative and projects, including supporting the communications requirements of the Regional Development Commissions. Actively contributes to the team as they plan, create and execute content to assist the Department and the Regional Development Commissions achieve their desired communications outcomes.

About us

The Department of Primary Industries and Regional Development's (DPIRD) role is to ensure that primary industries and regions are key contributors to the Government's agenda for economic growth and diversification, job creation, strong communities and better places. Our goals are to:

- **Protect:** to manage and provide for sustainable use of our natural resources and soils, and to protect Western Australia's brand and reputation as a reliable producer of premium, clean and safe food, products and services.
- **Grow:** to enable the primary industries sector and regions to increase international competitiveness, grow in value and social amenity and become a key pillar of the State's economy.
- **Innovate:** to support a culture of scientific enquiry, innovation and adaptation across primary industries and regions to boost industry transformation, economic growth and employment.

Our values

Our values are critical in creating a healthy and dynamic culture that helps each and all of us to make our best contribution, to develop a workplace where we feel excited about our work and results and where other people will increasingly want to join our team. Our values underpin how we operate:

- We value **relationships** - Our relationships with our clients, colleagues and stakeholders are at the heart of everything we do.
- We are **resilient** - We recover from setbacks, embracing and adapting to change because we have a clear focus on the big picture and long term impact.
- We are **responsive** - We understand the needs of our clients, colleagues and stakeholders and add value by tailoring our solutions accordingly.
- We focus on **results** - We strive to develop and provide excellent services that delivers meaningful results to the community we serve.

Key responsibilities

The key responsibilities of the role include, but are not limited to, the following:

Communications and Media Consultation

- Facilitates the creation, editorial planning, content development, layout and production of newsletters (electronic newsletters), social media and the intranet for corporate and the Regional Development Commissions where required.
- Liaises with stakeholders to identify, develop and plan for future web-based communications initiatives for marketing and promotions.
- Facilitates communications support for internal and external events including staff information sessions, workshops and community engagement events with staff and key external stakeholders.
- Proactively contributes towards the development and maintenance of the Department's website, including updating of materials, copy development and seeking approvals.
- Contributes towards the development of promotional resources and liaises with external marketing and advertising agencies as required.
- Provides internal communication/media services to ensure portfolio employees are kept informed, updated and engaged, including key messages to support employee engagement during change.

- Facilitates communication/media forums and channels ensuring that information and messages are integrated across all mediums and with messages to external stakeholders.
- Provides advice and guidance to ensure that all messaging is using the appropriate channel for the intended audience.
- Develops, implements and continuously reviews client engagement plans which promote community awareness of key department initiatives.
- Facilitates the gathering of data for the analysis and reporting on communications/media performance across all platforms.
- Coordinates the collation, and supports the analysis of, market research data to guide strategic activities including the use of relevant software.
- Contributes to, and participates in the delivery of communications associated with incident management as required.
- Maintains currency in industry standards, advances and best practice to provide advice and guidance on trends and innovations in the use of communications and technology.

Stakeholder and Community Engagement

- Engages with key stakeholders to periodically review strategy, plans and key messages to ensure effectiveness and efficiency of activities.
- Works collegially with other communication consultants and officers to ensure there is an efficient and effective communication function including strategic and ministerial support across the Portfolio.
- Identifies progresses and supports public relations opportunities that provide information, raise awareness and promote Departmental functions, initiatives and achievements through a variety of mediums and in different formats, to clients, the community, the news media and stakeholders.
- Supports and coordinates opportunities for the Department to provide information and promote its services, role, functions and achievements to key stakeholders at events, exhibitions and other forums.
- Liaise with the Ministers Office, Department Executive and Department staff on community awareness priorities, as required.
- Has due regard for community expectations and actively building community confidence at every opportunity.

Strategy

- Contributes to the continuous improvement of the Communications directorate by actively contributing towards innovation and improvement strategies, processes and systems.
- Contributes to the implementation of effective communications strategies and engagement projects within the department and the Regional Development Commissions.
- Identifies opportunities to improve multi-channel internal and external communications across the organisation using the latest tools, technologies and techniques.

- Deploys across other communications branches and related positions consistent with those identified in this JDF, as required.
- Participates in incident and emergency management activities commensurate with capability, capacity, training and level of experience.
- Other duties as required.

Work related requirements

In the context of the role:

Essential criteria

Role specific

1. Demonstrated experience to develop and implement communications strategies and projects to support effective communication within a complex environment.
2. Demonstrated experience to develop and supervise the production of a range of communication tools including displays, internet/intranet site, major internal and external events, promotional items, etc.

Core capabilities

3. *Build effective relationships*: Highly-developed written and verbal communication skills and attention to detail and ability to display ideas in writing.
4. *Challenge for innovation*: Demonstrated ability to contribute towards and achieve innovative ideas and change by the application of conceptual and analytical skills.
5. *Think strategically*: Highly-developed conceptual, analytical, decision making and problem solving skills including the ability to amicably resolve complex issues and identify strategic risks considering the impact of ramifications.
6. *Delivery in a changing environment*: Well-developed planning and organisational skills, including the ability to prioritise tasks and meet deadlines. Persist on achieving objectives in difficult and changing circumstances.
7. *Lead and empower others*: Proven ability to work collaboratively within a team environment and contributes to the achievement of the team goals.

Desirable criteria

1. Tertiary qualification in Communications/Media/Journalism/Public Relations or equivalent.

Special requirements/equipment

- A current and valid Western Australian C (car) driver's licence or equivalent is required (if not currently held, must be acquired prior to commencement at applicant's expense).

- An acceptable National Police Certificate (police clearance) is required (if not currently held, must be acquired prior to commencement at applicant's expense).
- The contract of employment specifies terms and conditions relating to this position.
- Occasional travel to and from metropolitan and regional offices may be required.
- DPIRD is an Emergency Management Agency and all employees may be required to work or travel during, or outside of, normal business hours to assist with incidents and emergencies.

Certification

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

Delegated authority

Position title: Director General, Office of the Director General
Endorsement Date: 7 March 2024