



# Media and Communications Consultant

**Branch:** Media and Communications  
**Directorate:** Office of the Director General  
**Position Number:** 00026815  
**Classification:** Level 5  
**Physical Location:** Perth (William Street)  
**Award/Agreement:** Public Service Award & Public Sector CSA Agreement 2024 & Public Sector CSA Agreement 2024 & Public Sector CSA Agreement 2024

## Our purpose: Empowering a Thriving Community

The Department of Transport and Major Infrastructure (DTMI) together with Main Roads WA and the Public Transport Authority forms the Transport Portfolio. DTMI seeks to connect people and places to keep Western Australia moving towards a safer, healthier, and more sustainable future.

Join us and work in a role where you can bring your best self to work and leave work having been seen and heard, and able to contribute meaningfully to the communities throughout Western Australia. DTMI promotes a diverse workforce and embraces a high standard of equal opportunity, health and safety, and ethical practice. DTMI is a values-based organisation committed to empowering a thriving community.



**COLLABORATION**

Working **together**, we get things done.



**WELLBEING**

Looking after **ourselves** and supporting **others**.



**ADAPTABILITY**

Always open to **possibilities**.



**ACCOUNTABILITY**

Taking ownership, we **deliver**.

## Overview of the Directorate

The Office of the Director General (ODG) is responsible for communications, Ministerial and Parliamentary liaison, governance, risk management, and audit within the DoT. ODG also provides executive, governance and strategic support to the Director General, DoT's Corporate Executive, the Transport Portfolio agencies and the Governance Council, as well as the Offices of the Minister for Transport; and the Minister for Ports.

## Overall Purpose of the Role

The Media and Communications Consultant role supports the strategic communications function to implement external communications and media strategies and plans across the DTMI business. While the role will provide specific support to the lead Senior Communications Consultant (SCC) responsible for DTMI's largest and busiest directorate - Driver and Vehicle Services – the role will also provide support to the Senior Media Advisor in the handling and recording of media enquiries and responses for all DTMI directorates. In addition, the role will assist other Senior Communications Consultants and departments as required and where capacity allows.

## Work Description

1. Coordinates and supports implementation of strategic communications plans, campaigns and activities that support key DTMI projects and initiatives. This includes development of communications collateral and content for campaigns that support achievement of DTMI strategic objectives.
2. Supports the implementation of strategic communication and media strategies, in collaboration with Senior Communications Consultants and Senior Media Consultant.
3. Provides support in the development of communications material and content including, media statements, media enquiry responses, website and social media content, and proactive media pitches across the DTMI business.
4. Provides support to the DTMI Strategic Communications Consultants for strategic communications, media and marketing activities related to key DTMI projects and campaigns.
5. Identifies and develops proactive media opportunities and pitches across all business directorates.
6. Supports the Senior Media Advisor with researching, preparing, coordinating approval and distributing timely responses to media enquiries received by DTMI.
7. Supports business continuity by being a knowledgeable point of contact and progressing matters in the absence of any Senior Communications Consultant or the Senior Media Advisor.
8. Monitors media coverage of relevant issues and events and advises the Senior Media Advisor and relevant Senior Communications Consultants as required.
9. Undertakes other duties as required.

## Work Related Requirements

The following criteria are to be applied within the context of this position, which includes alignment to the Department's values.

### Criteria

#### ESSENTIAL:

1. Demonstrated experience in the development and implementation of communications, media and marketing plans across diverse projects, programs and campaigns.
2. Experience in the preparation of various forms of communications collateral and content for a range of target audiences and stakeholders.
3. High level verbal and written communication skills including an ability to prepare media responses and develop and repurpose content for publication across multiple communications channels.
4. Ability to work effectively as part of a multi-disciplinary communications team and prioritise work against project timelines.
5. Excellent interpersonal skills with experience building positive relationships with a wide range of stakeholders at all levels of the organisation.

#### DESIRABLE:

Nil.

## Reporting Relationships

Manager Media and Communications, Level 7



Senior Media Advisor, Level 6



**This Position**



Nil

## Allowances/Special Conditions

A current national police clearance certificate incorporating criminal and traffic convictions and infringements is required for this position.

## Certification

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

## Chief People Officer

### People and Culture