



Assistant Director Communication & Engagement

Division / Directorate:	Electoral Strategy and Reform Strategy and Engagement
Position Number:	10113
Classification:	Level 7
Location:	Perth
Position Type	Permanent - Full Time
Leadership Context:	Leading leaders
Award/Agreement:	Public Service Award and Public Service and Government Officers General Agreement 2024 or any subsequent replacements.

Position Snapshot

The Assistant Director Communication and Engagement is a key leadership role within the WA Electoral Commission, with the opportunity to lead communication, community engagement and public education activities that strengthen public trust and confidence in democracy. Reporting to the Director Strategy & Engagement, the role leads the delivery of strategic and operational communication, media engagement, stakeholder and community engagement, and education initiatives, while contributing to enterprise priorities, reform activity and major organisational reporting.

Our Purpose, Culture and Values

Safeguarding trust in democracy

The WAEC is entrusted with safeguarding one of the State's most important public assets: trust in democracy. Our team delivers impartial, independent, and secure elections and referenda, maintains the electoral roll, regulates aspects of the electoral framework, and leads civic education and community engagement. We strive for integrity, professionalism, and innovation in everything we do, ensuring every Western Australian can be confident in the fairness and security of their electoral system.



Check Every Box



Focus on Fairness



Achieve Together



Make It Count

What We Expect of Everyone

WAEC believes leadership is critical to organisational success and that everyone contributes to leadership, culture and performance, regardless of their role.

We use the [Building Leadership Impact \(BLI\)](#) framework to provide a shared understanding of the mindsets and behaviours expected across the Commission and the broader public sector.

For this role, the leadership context is [Leading leaders](#). As a Leading leaders role, the Assistant Director Communication & Engagement is expected to demonstrate these behaviours personally, lead other leaders, build leadership capability and ensure these behaviours are visible and embedded across the function.

Key Accountabilities

Strategic communication and engagement leadership

- Lead the communication, community engagement and education functions to deliver integrated, evidence-based services aligned with WAEC priorities and the Strategy and Engagement directorate.
- Translate strategic direction into practical communication and engagement plans, priorities and service delivery activities that support reform, business planning and operational outcomes.
- Provide high-quality advice on messaging, engagement approaches and public communication responses for complex, sensitive or high-profile issues.
- Lead and develop staff, manage resources and foster a culture of innovation, accountability and continuous improvement across the team.

Media, stakeholder and community engagement

- Lead the development, implementation and review of stakeholder and community engagement strategies, with a focus on improving participation and inclusion for communities that experience barriers to electoral participation.
- Build and maintain productive relationships with community groups, media, partner organisations, government agencies and other stakeholders to strengthen trust, awareness and collaboration.
- Lead proactive and reactive media engagement, including media liaison, issues management, preparing statements and briefing materials, and coordinating timely communication responses in collaboration with the Director Strategy & Engagement and senior leaders.
- Represent the Commission in relevant forums, committees and working groups, and contribute specialist expertise to cross-agency and sector initiatives where required.

Communication products, education and reporting

- Lead the preparation and quality of communication products, publications and content, including major organisational reporting, public information materials, guides and other strategic communication outputs.
- Ensure community education and engagement initiatives are aligned with organisational direction, informed by research and evaluation, and designed to improve reach, relevance and impact.
- Develop evaluation approaches, monitor performance and identify insights, risks and opportunities to improve communication, engagement and education outcomes.
- Lead annual, election and post-event reporting and support broader strategic planning, reform and performance reporting across the directorate.

Operational delivery and election support

- Plan, coordinate and monitor operational activities, projects and service delivery priorities across the function to ensure timely, high-quality outcomes.
- Manage competing priorities and exercise sound judgement to respond to emerging issues, sensitive matters and changing operational requirements.
- Support a whole-of-organisation approach to election readiness by contributing to election planning and delivery activities in accordance with project and operational plans.

Culture and Safety

- Demonstrates inclusive, values-based leadership that embeds integrity, safety, wellbeing and accountability, fostering a respectful and high-performing workplace consistent with work health and safety obligations.

Election Readiness and Deployment

The Commission operates a whole-of-organisation delivery model, where employees may be temporarily deployed to support election planning and delivery activities as part of ongoing operational readiness when required and as directed by their manager.

Such deployments are a standard operational requirement and do not change an employee's substantive role, job family or classification. Position descriptions are designed to reflect core responsibilities while enabling flexibility to support election delivery as required.

Role Impact and Measures of Success

- Communication, engagement and education strategies are delivered on time, aligned to organisational priorities and responsive to community and stakeholder needs.
- Public information, media engagement and stakeholder communication products are accurate, timely, high quality and support trust and understanding.
- Stakeholder and community relationships are maintained effectively, with improved reach and participation among priority audiences and communities.

- Advice, planning, evaluation and reporting support informed decision-making, continuous improvement and effective delivery across the Strategy and Engagement directorate.
- The team operates safely, collaboratively and effectively, with resources managed responsibly and election readiness maintained.

Capabilities and Experience

The following capabilities and experience are required to perform this role effectively.

Essential

- Considerable experience leading communication, community engagement, education or related functions in a complex environment, or relevant equivalent expertise.
- Demonstrated ability to develop and implement strategic communication, stakeholder engagement and public information initiatives that support organisational objectives.
- Highly developed communication, influencing and stakeholder management skills, including the ability to provide sound advice and manage sensitive issues.
- Proven ability to lead people, manage competing priorities, and deliver high-quality outcomes through planning, collaboration and sound judgement.
- Strong conceptual, analytical and problem-solving skills, with the ability to identify opportunities, respond to risk and implement practical improvements.

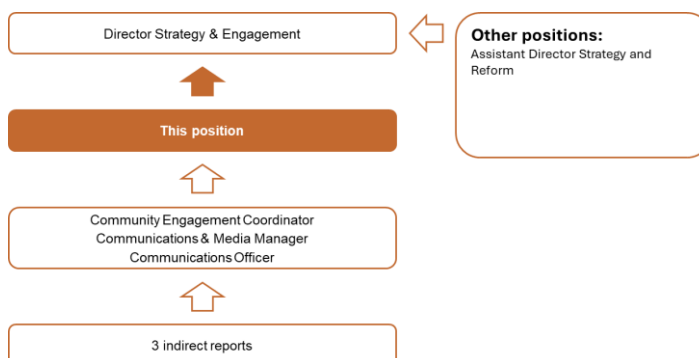
Desirable

- Relevant tertiary qualifications in communications, public relations, journalism, community engagement, education, public policy or a related discipline.

Where This Role Sits and Key Relationships

This role sits within Electoral Strategy and Reform in the Strategy and Engagement directorate and supports the Director Strategy & Engagement to deliver communication, stakeholder engagement, community education and major reporting priorities across the Commission. Key relationships include:

- Director Strategy & Engagement, Electoral and Deputy Electoral Commissioners and senior leaders across the Commission.
- Internal business areas, project leads and service delivery teams across the Commission.
- Community groups, community education partners, government agencies, sector stakeholders and partner organisations.
- Media representatives, external communication providers, other electoral commissions and relevant committees or working groups.



The role operates across strategic and operational contexts and contributes to enterprise priorities by strengthening communication, engagement and education practice across WAEC.

Certification

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



Electoral Commissioner

19 May 2026