



Director Strategic Communications and Engagement

Branch: Strategic Communications and Engagement
Directorate: Office of the Director General
Position Number: 00026738
Classification: Level 8
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 Director Strategic Communications and Engagement is responsible for leading a strategic approach to DTMI communication initiatives and responses to support the achievement of DTMI's objectives.

This role leads a team to deliver one integrated communications service to DTMI stakeholders and, plays a significant role in DTMI's proactive engagement with the West Australian Community.

The role also provides leadership in the design, delivery and evaluation of integrated communication campaigns, including behaviour change initiatives that support safer, healthier and more sustainable transport outcomes.

Work Description

- Leads and manages the Strategic Communications and Engagement Branch, ensuring an assimilated and strategic approach to communications.
- Integrates communication, media, digital & social media communication, engagement, and marketing activities into one professional strategic communications function.
- Leads the development, implementation and evaluation of communication and engagement strategies, programs and initiatives across all communication channels including overseeing end-to-end campaign design, delivery and evaluation.
- Proactively monitors critical and current issues, providing strategic advice and professional support to the Minister's Office(s), Director General, Managing Director and transport executives regarding reactive and proactive communications functions and strategies.
- Acts as the main point of contact for DTMI leadership for critical and contentious media and communications matters, providing appropriate advice, editing and adding value to written content.
- Shapes strategic messaging and communicates with a focus on the Department's values, purpose and initiatives to effectively engage and influence stakeholders.
- Leads the development of behaviour change communications that encourage safe, sustainable and community-focused transport behaviours, using insights, research and behavioural science principles.
- Maintains awareness of digital communication trends and leads the development and integration of digital communication strategies across DTMI.
- Develops and maintains strong relationships and collaborative partnerships across the Department and the Portfolio, and with key stakeholders to leverage and enhance department and portfolio communication and engagement activities.
- Develops appropriate policies, programs, plans, systems and processes to support the achievement of strategic business objectives.
- Ensures campaign governance, evaluation frameworks and performance measures are in place to assess campaign effectiveness and behaviour change outcomes.
- Represents the Department on committees, working groups and forums as required.
- Operates within the Department's corporate governance framework, strategic plans, policies and procedures.
- 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

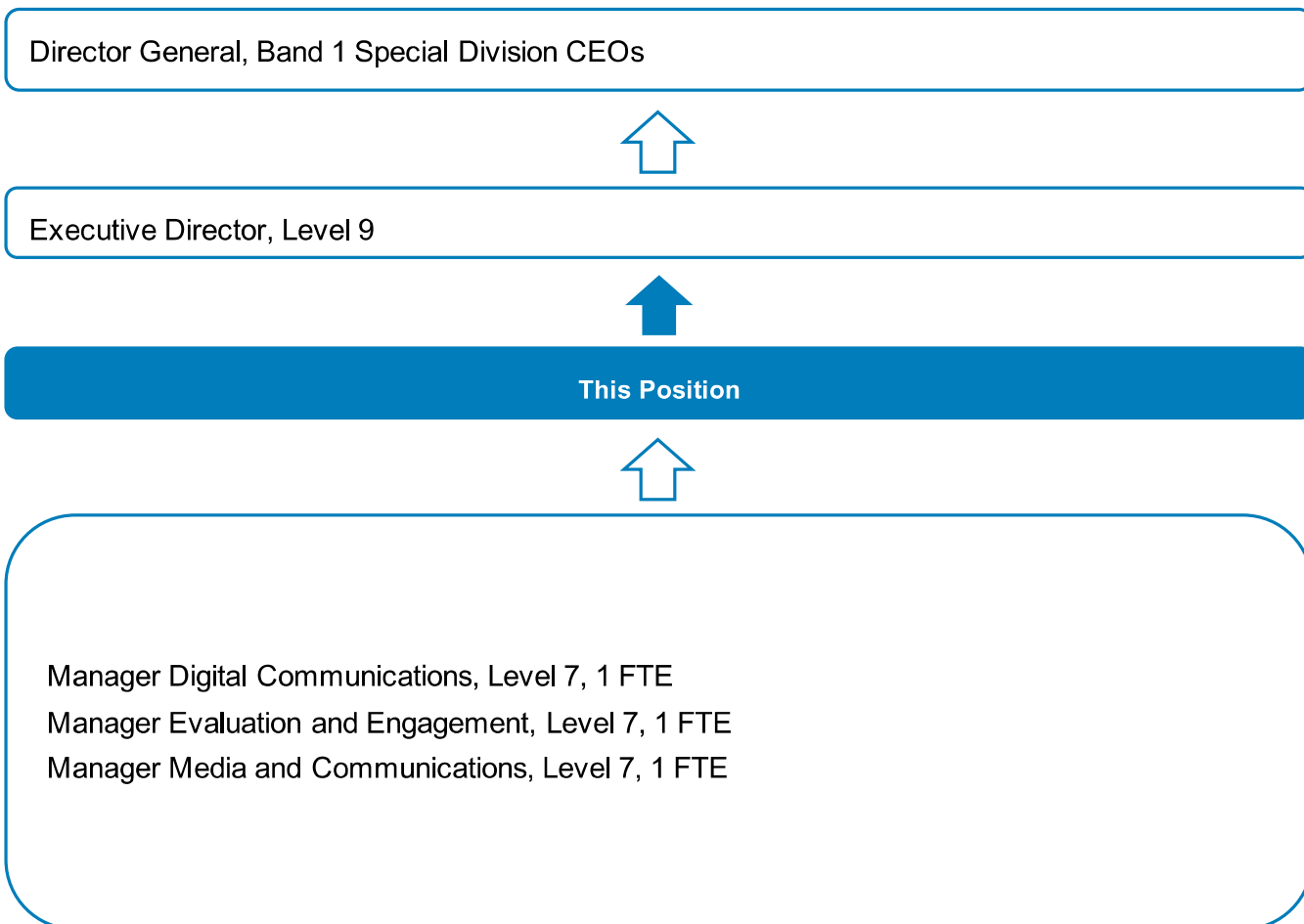
ESSENTIAL:

1. Extensive experience leading a contemporary corporate communications function in a large, complex organisation, including providing strategic direction across integrated communications disciplines and contemporary channels.
2. Comprehensive knowledge of contemporary and emerging communication methods and technologies, with the ability to apply this knowledge to inform organisational communications strategies and practices.
3. Demonstrated experience leading the development, implementation and evaluation of strategic communication and community engagement campaigns aligned to organisational priorities, using data-driven insights to inform decision-making.
4. Significant experience leading and managing multidisciplinary teams, with a strong focus on building capability, fostering collaboration and empowering others to deliver high quality strategic communications outcomes.
5. Highly developed written communication and stakeholder engagement skills, including the ability to craft clear, compelling messaging under pressure and provide effective strategic advice while building and sustaining relationships with diverse stakeholders.

DESIRABLE:

Nil

Reporting Relationships



Allowances/Special Conditions

1. 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