

JOB DESCRIPTION FORM

JOB TITLE: Media and Publicity Officer	POSITION NUMBER 11065	CLASSIFICATION: Level 3
AWARD Public Service Award 1992 / PSGO CSA GA	EMPLOYMENT TYPE Fixed Term, Full Time	
DIRECTORATE Organisational Development	TEAM Communications and Media	
POSITION REPORTS TO Manager, Communications and Media, L7	POSITIONS REPORTING TO THIS POSITION Nil	
PURPOSE OF POSITION Coordinates the development, implementation and monitoring of media, social media and publicity activities.		
CONTEXT The Western Australian Museum is positioning itself through scientific and academic excellence, public programs and relevant exhibitions to keep pace with the rapidly changing face of Western Australia. The Museum has made a major contribution to the collection, conservation and research of the State's natural and social history, maritime heritage and the cultural heritage of Indigenous communities in Western Australia. The Western Australian Museum is part of the Culture and Arts Portfolio, brought together by the Department of Local Government, Sport and Cultural Industries (DLGSC). DLGSC is the State Government agency responsible for the Government's support of management and development of arts and culture in Western Australia.		

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STATEMENT OF DUTIES

Publicity Coordination And Monitoring

1. In collaboration with relevant Museum departments, develop, deliver and monitor media and publicity activity – including social media – for exhibitions, public programs, events and museum research projects.
2. Implement and maintain processes that coordinate the execution of successful media and publicity campaigns.
3. Develop and maintain relationships with internal and external stakeholders and the media.

Administration

1. Assist the Manager, Communications and Media with the development and implementation of WA Museum communications, media and publicity plans.
2. Maintain and update the Museum's media contacts database.
3. Respond to photography, filming and Museum media access requests.

Other duties as required with respect to the skills, knowledge and abilities of the employee.

Compliance and Legislative Knowledge

- Comply with Department's Code of Conduct, policies and procedures and relevant appropriate legislation.
- Meet Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.



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<p>WORK RELATED REQUIREMENTS (SELECTION CRITERIA)</p> <p>Essential</p> <ol style="list-style-type: none"> 1. Demonstrated knowledge and experience in the planning, delivery and monitoring of media and publicity activities, including social media. 2. Demonstrated highly developed interpersonal, verbal and written communication skills to allow effective liaison with a wide range of stake holders. 3. Demonstrated ability to work proactively and creatively to complete tasks and overcome problems in a team-based environment. 4. Strong organisational, project management and decision-making skills. 5. Understanding of the principles of Equal Employment Opportunity and Occupational, Safety and Health and their application in the workplace. <p>Desirable</p> <ol style="list-style-type: none"> 1. Tertiary qualifications or professional experience in the media and / or public relations and communications area. 2. Experience in a museum or tourism environment or similar. 	<p>KEY RELATIONSHIPS / INTERACTIONS</p> <ol style="list-style-type: none"> 1. All media, including social media practitioners. 2. Co-workers in the Communications and Media, and Marketing teams, other Museum staff, the Executive Management Team. 3. External stakeholders including those in the tourism, arts and media sector, and liaison with general public.
	<p>KEY CHALLENGES</p> <ol style="list-style-type: none"> 1. Developing rapid responses to complex issues within tight deadlines. 2. Increasing the WA Museum's social media presence. 3. Balancing achieving strategic outcomes with immediate operational objectives.
	<p>SPECIAL CONDITIONS</p> <p>Will be required occasionally to work outside normal business hours.</p>
<p>LOCATION</p> <p>Wellington Building, 150 William Street, Perth, Western Australia</p>	

Manager Signature: **Date:**/...../..... **Employee Signature:** **Date:**/...../.....