



Government of Western Australia
Department of Mines, Industry Regulation and Safety

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Job Description

Position Title:	Digital Communications Officer	Classification:	Level 5
Position Number:	MIS19230	Location:	Perth
Division/Group:	Industry Regulation and Consumer Protection	Supervises:	0
Branch/Section:	Strategic Development	Reports to:	Community Education Coordinator

Operational Context

Within the Industry Regulation Group, the Retail and Services Directorate is responsible for directing community education, dispute conciliation, compliance and enforcement to effectively detect, deter and remedy improper practices relating to retail and service industries by the Consumer Protection Division.

Role Overview

This position is responsible for the development, implementation and maintenance of a range of online educational materials and information, contributing to increased awareness of, and access to, Consumer Protection services. This position also includes input into the development of education and information strategies, procedures and guidelines and establishing appropriate consultation mechanisms, communication networks and referrals.

Role Responsibilities

(The following outlines the key responsibilities and duties related to this position)

- Plans, develops, implements and maintains appropriate online content to meet the strategic goals and objectives of Consumer Protection, including coordinating website updates.
- Researches, analyses and provides solutions to online management issues including reporting on analytics for all platforms.
- Drafts procedures and guidelines related to online programs in consultation with other staff.
- Builds and maintains effective liaison and negotiations with key stakeholder groups including the Department's Online Services and Corporate Communication areas.
- Represents Consumer Protection Division as required at relevant meetings and on working parties, steering groups and committees.
- User administration of Consumer Protection applications, including mobile apps and uploads video content on websites and the YouTube channel.
- Leads and participates in projects to digitise and modernise the functionality of Consumer Protection systems and forms through maintaining an awareness of current trends and emerging technologies.
- Reviews content and digital material to ensure consistency with Consumer Protection's branding.

Corporate Responsibilities

(The following outlines departmental responsibilities)

- Contributes to the achievement of corporate objectives by ensuring that stakeholders are dealt with in a professional and timely manner.
- Works within corporate policies and procedures, acts with integrity and demonstrates ethical behaviours aligned with the Department Code of Conduct.
- Performs other duties as directed.
- Takes reasonable care to protect your own safety and health at work, and that of others by co-operating with the safety and health policies and procedures of the department and complying with all provisions of the Occupational Safety and Health Act 1984.

What is required in this role?

(The following outlines what experience and qualifications are required to fulfil this role)

- Well-developed research, analytical and problem solving skills in an online environment.
- Experience with internet technologies, content management systems, web navigation, video and application management (including mobile apps).
- Well-developed interpersonal, negotiation and consultation skills.
- Well-developed written communication and reporting skills in a web context.
- Demonstrated on-line content project management experience.

Capabilities Required

(The following outlines the behaviours required to be demonstrated to perform this role)

- Commits to meeting objectives, identifies and implements appropriate risk strategies and follows up to finalise work.
 - Consults and shares information with team and seeks input from others, ensures others are kept informed.
 - Adheres to the Code of Conduct, acts with integrity and behaves in an honest, professional and ethical way.
 - Demonstrates flexibility and copes with day-to-day changes in priorities.
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What are the Job reporting relationships?

This position reports to: Community Education Coordinator
 Supervisor Position No: 00017085 Classification: L6

Positions reporting to this Job:

This position has no direct reports

What are the pre-employment requirements for this Job?

- National Police Clearance

Approved Date

06-MAY-2019