

## POSITION DETAILS

**Position Title**

Senior Communications Officer

**Position Number**

13872

**Classification Level**

Level 6

**Award/Agreement**

Public Service Award 1992 /  
Public Service and Government Officers  
General Agreement 2017

**Division/Directorate**

Office of the Director General

**Branch/Section**

Corporate Communications

**Physical Location**

246 Vincent Street, Leederville/140 William Street,  
Perth

**Effective Date**

7/05/2019

**Employment Type**

Permanent

Full time

## REPORTING RELATIONSHIPS

**Position reports to**

Director Communications – Level 8

**Positions reporting to this position**

Nil

## PURPOSE OF THE POSITION

Develops and implements communications, media and marketing plans, strategies and initiatives.

Provides timely, accurate and professional advice to Ministerial and departmental communications enquiries in support of the Department's objectives.

Prepares, edits and provides quality assurance for departmental publications, speeches, web content, media statements, media responses and briefing notes.



## ABOUT THE DEPARTMENT

The Department of Local Government, Sport and Cultural Industries facilitates lively communities and the economy and the offering of outstanding and inclusive sporting and cultural experiences to local, interstate and international visitors.

### MISSION

**Enlivened and successful  
communities and economy**

### VISION

**To facilitate lively communities and  
economy and the offering of outstanding  
and inclusive sporting and cultural  
experiences**

### VALUES

**Vision  
Excellence  
Diversity  
Leadership  
Integrity**

### DLGSC Objectives

- To partner with local government to deliver good governance to community
- To promote participation and achievement in sport, recreation, culture and arts
- To support and grow the cultural industries
- To promote the benefits of cultural diversity and social inclusion
- To provide opportunities in the hospitality sector by reducing red tape on the liquor and gambling industries
- To celebrate Aboriginal culture and preserve history and traditions

### DLGSC Approach

We will achieve this by:

- Working collaboratively across other State Government departments
- Creating synergies and find efficiencies in business functions
- Responding proactively to State Government imperatives such as election commitments and stated strategic priorities
- Contributing to the achievement of Government targets
- Community focussed engagement and partnerships

## DUTIES OF THE POSITION

This section outlines the results and outcomes required of an individual in this position.

1. Develops and implements communications, media and marketing plans, strategies and initiatives.
2. Prepares material for internal and external communications and marketing, educational, promotional and publication, online and social media requirements for a range of target audiences.
3. Prepares media releases and responses for media enquiries and liaises with the media as required.
4. Prepares design briefs, edits and promotes quality assurance processes and material for hard copy and online publications, promotional material, web content and social media ensuring appropriate standards are maintained.
5. Contributes to the development and implementation of streamlined communications, media, marketing and publishing policies, processes and standards that contribute to the provision of high quality information.
6. Prepares briefing notes, speeches, reports, advice and responses for the Director Corporate Communications and Director General and the Department in general on complex, contentious and sensitive issues.
7. Participates with the development of effective working relationships with key stakeholders and promotes the Department's image within the community.
8. Coordinates and evaluates programs including awards, special events and public functions as required.
9. Undertakes other duties as required.

## COMPLIANCE AND LEGISLATIVE KNOWLEDGE

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

## WORK RELATED REQUIREMENTS

Essential Pre-employment requirements:

Current and valid Western Australian C (car) class motor driver's license, or equivalent (if not currently held, must be acquired prior to commencement at applicant's expense).

Criminal History Record Check: An acceptable National Police Certificate (police clearance), or equivalent, is an essential pre-employment requirement and must be obtained prior to commencement.

Please note that a criminal record does not necessarily disqualify you for appointment. You will be given the opportunity to discuss the matter fully before a final decision is made.

Applicants should demonstrate their capacity to meet the following criteria, which should be read in conjunction with the specific responsibilities of this role.

### **Essential**

1. Shapes and Manages Strategy

Demonstrated understanding of strategic objectives and factors that may influence outcomes and contributes significantly to the development and implementation of programs, strategies and plans.

2. Achieves Results

Demonstrated high level ability to apply innovative thinking, conceptual, analytical and problem solving skills to the development and implementation of communications, media and marketing strategies, communicating ideas and information effectively to achieve results.

3. Builds Productive Relationship

Demonstrated ability to build and maintain relationships and ability to negotiate, mediate and collaborate with internal and external stakeholders to achieve outcomes.

4. Exemplifies personal integrity and self-awareness

Leads by example by exhibiting a high level of professionalism and probity, commitment to personal development and a willingness to adapt and learn.

5. Communicates and Influences Effectively

Demonstrated high level of written, oral, presentation and editing skills and experience, including the ability to prepare high level reports, publications, submissions and online material and ability to negotiate and influence at senior levels.

### **Desirable**

1. Tertiary qualification in public relations, communications, marketing or a related field.



## ELIGIBILITY SPECIALISED - SKILLS / TRAINING REQUIREMENTS

### Special Conditions

- To be eligible to apply for appointment to permanent positions in the Western Australian Public Sector, you must be an Australian citizen or have permanent resident status in Australia. For temporary (fixed term or casual) positions, you must have documentary evidence of your entitlement to live and work in Australia for the period of the contract.

### Appointment is subject to:

- 100 point identification check; and
- Criminal Records Screening clearance.

### Training:

- Complete induction within three months of commencement;
- Complete any training specific to the role required by Departmental policy; and
- Complete the department's Accountable and Ethical Decision Making within six months of appointment eg. duties required to undertake the role

## CERTIFICATION

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

.....

**Corporate Executive Representative Signature**

Date (DD/MM/YYYY)

*I have read and accept the responsibilities of the Job Description Form.*

*The position's duties are to be performed in accordance with the Department's Code of Conduct.*

.....

**Employee Signature**

Date (DD/MM/YYYY)

<b>REGISTERED</b>	
DEPARTMENT OF LOCAL GOVERNMENT, SPORT AND CULTURAL INDUSTRIES	
Initials: BP	Date: 15.05.2019