



Media and Communications Officer

Media and Communications

Position number	00025551
Agreement	Public Service and Government Officers CSA General Agreement 2017 (or as replaced).
Classification	Level 5.
Reports to	Manager Media and Communications (Level 8)
Direct reports	Nil

Context

Media and Communications provides a range of services to all sections of the [Department](#), including:

- strategic media advice
- crisis media management
- media training for staff
- identification of positive media opportunities to promote Department, staff and student initiatives and achievements
- liaison with news media
- preparation of communications for the new media
- development of digital media strategies and creation of content, including videos and photographs, for the Department's digital platforms and the media.

The focus of Media and Communications is to ensure all activities enhance the image and reputation of the Department and promote WA Government initiatives in public education.

Key responsibilities

The Media and Communications Officer:

- undertakes negotiations with internal and external stakeholders related to media management
- researches, prepares and edits Ministerial and Department media statements and digital content
- identifies and manages media opportunities for the Minister's office
- organises media events and announcements
- provides advice to staff on policies, protocols and strategies for media contact

- liaises with internal and external stakeholders to meet Ministerial and Department media requests
- takes news-style photographs and videos to promote Department initiatives
- monitors media coverage to assess the impact of media opportunities
- establishes and maintains regular contact with schools and journalists in print and electronic media to identify and manage strategic media opportunities
- assists in ensuring the media activities of the Department and the Minister are coordinated and managed effectively.

Selection criteria

1. Demonstrated skills and experience in developing and managing strategies for promoting activities in the print and electronic media as well as in various social media platforms.
2. Demonstrated practical experience in initiating, developing, coordinating and managing media enquiries and positive opportunities and taking news-style images.
3. Demonstrated well developed written communication and editing skills in relation to media releases and other written material.
4. Demonstrated well developed planning and organisational skills with the ability to meet deadlines.
5. Demonstrated well developed verbal and interpersonal communication skills and ability to liaise and negotiate directly with individuals at all levels.

Eligibility and training requirements

Employees will be required to:

- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment
- obtain or hold a current Working with Children Check
- complete the Department's induction program within three months of commencement
- complete any training specific to this role required by Departmental policy
- complete the Department's training in Accountable and Ethical Decision-Making within six months of appointment.

Certification

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

ENDORSED

Date 5 July 2019
Reference D19/0287431