

**DEPARTMENT OF EDUCATION WESTERN AUSTRALIA  
JOB DESCRIPTION FORM**

<b>Public Sector Management Act 1994</b>	<b>Salaries/Agreement/Award</b> Education Department Ministerial Salaries, Allowances and Conditions Award 1983 Department of Education (School Support Officers) CSA General Agreement 2017 or as replaced
<b>Group:</b> Public Schools	<b>Effective Date of Document</b> 19 Oct 2018
<b>Region:</b> South Metropolitan Education Region	
<b>School:</b> Warnbro Community High School	

<b>THIS POSITION</b>	
<b>Title:</b>	Public Relations Officer
<b>Classification:</b>	Level 2
<b>Position No:</b>	00039100
<b>Positions under direct responsibility:</b> Nil	

<b>REPORTING RELATIONSHIPS</b>		
<b>TITLE:</b>	Principal	
<b>LEVEL:</b>	School Administrator Level 6	
<b>POSITION NUMBER:</b>	00004590	
<b>TITLE:</b>	Manager Corporate Services	
<b>LEVEL:</b>	5	
<b>POSITION NUMBER:</b>	00016164	
<b>This position and the positions of:</b>		
<b>Title</b>	<b>Level</b>	<b>Position Number</b>
Various		

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## CONTEXT

The Department of Education is Western Australia's largest public sector employer with approximately 45 000 staff or one third of the Government workforce in around 800 worksites.

We provide a system of public schools in which our aim is to ensure that every school is a good school, every teacher is effective and every student is successful.

The Department's other key responsibilities include:

- regulation of non-government schools in accordance with Part 4 of the School Education Act 1999
- administration of state funding to non-government schools
- higher education policy and planning
- legislative reviews
- providing secretariat services to the Teacher Registration Board of Western Australia, the Training Accreditation Council and the School Curriculum and Standards Authority.

The principles underpinning the Department's operations in Western Australia are:

- working collaboratively to achieve outcomes
- accepting responsibility and accountability for the achievement of outcomes
- enabling flexible, innovative and diverse work practices
- promoting confidence in the professional judgement of the Department's staff.

All Department actions are guided by four core values: Learning, Excellence, Equity and Care.

For further information, please visit: <https://www.education.wa.edu.au/>.

Further context about Warnbro Community High School is available on the Department's website. Please visit <http://www.det.wa.edu.au/schoolsonline/home.do> and enter the school name in the *Find a School* field.

## ROLE

The Public Relations Officer:

- provides support in developing, implementing and managing the School's marketing plan
- assists in producing the school's printed and online publications, including newsletters, student planner and yearbooks
- promotes school events and activities through newsletters, website and social media platforms
- gathers and publishes news, photographs and videos in accordance with the school's marketing plan
- establishes and maintains effective relationships with print and electronic news media and other key stakeholders, both internally and externally
- assists school management in ensuring internal and external school communication activities are coordinated effectively
- maintains and updates the school's website, and social media ensuring published content is current
- assists the Manager Corporate Services to monitor the school's annual marketing budget and provides clerical support as business needs arise

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- maintains knowledge of current trends related to web design, technologies and online mediums
- ensures the school's brand and style guide are maintained and consistent
- assists with coordinating school events, such as the ball, ANZAC ceremonies and presentation evenings.

## **OUTCOMES**

1. Effective working relationships are developed and maintained with the school community.
2. Effective and efficient editing, sub-editing and publishing services, that are consistent and meet Departmental standards, are provided to support school communications.
3. School staff are provided with advice and support in producing marketing, publicity materials and school events.
4. Effective support is provided in budget monitoring to meet the school's marketing plan priorities.
5. Information in school databases, records and other information systems is accurate and up-to-date.

## **SELECTION CRITERIA**

The following selection criteria are identified as being required to achieve the outcomes in the context of this position. Applicants will need to provide evidence of their capacity to transfer their knowledge and skills to achieving the outcomes of this position.

1. Demonstrated sound written communications skills, including the ability to gather and edit material for printed and online publications.
2. Demonstrated well-developed verbal and interpersonal communication skills, including the ability to build and maintain positive relationships with internal and external stakeholders.
3. Demonstrated initiative and organisational skills with the ability to meet deadlines and prioritise tasks.
4. Demonstrated ability to work unsupervised and in a team environment to meet conflicting timeframes.
5. Demonstrated ability to maintain multimedia platforms.

## **ELIGIBILITY**

Employees will be required to:

- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment; and
- obtain or hold a current Working with Children Check.

## **TRAINING**

Employees will be required to:

- complete the Department's induction program within three months of commencement;
- complete any training specific to this role required by Departmental policy; and

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- 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 duties, responsibilities and other requirements of the position.

## **ENDORSED**

**DATE 19 Oct 2018**  
**TRIM REF # D18/0464069**