

# JOB ROLE STATEMENT

## PUBLIC RELATIONS CO-ORDINATOR LEVEL 4

DIRECTORATE STRATEGY AND COMMUNICATIONS  
BRANCH STRATEGIC COMMUNICATIONS (MEDIA) POSITION NO P0062661 / P0062662 / P0062663

### KEY RESPONSIBILITIES

Co-ordinate public relations and media activities, including processes, customer liaison, media relations and liaison, media monitoring and corporate publications.

### KEY DELIVERIES

#### Public Relations

- Prepare advertisements for publication regarding road closures and other major Main Roads initiatives which may impact on the public.
- Collate and prepare information for the public and press releases.
- Liaise with Main Roads customers and ensure their concerns are addressed in a timely manner.
- Provide public relations training to Main Roads employees.
- Facilitate the development, maintenance and improvement of public relations and media processes and systems.
- Co-ordinate public relations initiatives and projects.
- Arrange for media and ministerial events to promote Main Roads projects and operations.

#### Media Liaison and Monitoring

- Monitor and report media items of interest to the Media Manager.
- Organise and research information for media enquiries.
- Organise responses for issues raised by the media.

#### External Corporate Publications

- Write articles for external publications.
- Research and compile information for corporate publications.
- Co-ordinate production of corporate publications.
- Liaise with operational Customer Services and Media Relations staff with regards to the application of Main Roads media and communication standards and processes.

#### Stakeholder Relationships

- Build and maintain professional working relationships with media organisations to enhance Main Roads profile and reputation.
- Maintain effective and professional working arrangements with Main Roads delivery partners.
- Represent Main Roads at external stakeholder meetings.

### SAFETY, HEALTH AND WELLBEING (SHW)

Responsible for active participation and performance to SHW standards as detailed by the Main Roads' Safety, Health and Wellbeing (SHW) Management System - refer to "SHW Roles and Responsibilities Procedure" on 'iRoads' intranet.

### LOCATION

Main Roads is a regionalised organisation with key delivery centres operating from the Kimberley to the Great Southern regions, including the metropolitan area. The incumbent of this position may be required to undertake a role in a region for a period of time.

### DYNAMIC RESOURCING

The incumbent of the position may be required to perform any other role within the incumbent's level of skill, competence and responsibility as directed by the Managing Director of Main Roads to meet the organisation's objectives and the incumbent's development.

### REPORTING RELATIONSHIPS

This position reports to:

(A) TITLE AND LEVEL		POSITION NO
MEDIA MANAGER	LEVEL 7	P0062665

# PUBLIC RELATIONS CO-ORDINATOR LEVEL 4

### POSITIONS UNDER DIRECT SUPERVISION

List the position numbers, titles and levels of positions directly supervised

TITLE and LEVEL

POSITION No

### ALL POSITIONS UNDER CONTROL

State number of positions only

CATEGORY

NUMBER

Salaried, Wages

TOTAL

### SELECTION CRITERIA

#### ESSENTIAL:

- Sound skill, knowledge and experience in:
  - working with the media
  - public relations processes and practices, including event planning
  - building and enhancing stakeholder and customer relationships
  - provision of customer focused service
  - creative written communication
  - research, analysis and problem solving
- Knowledge of:
  - policies and practices on Occupational Safety and Health, and on EEO, diversity and equity
- Possession of a current Western Australian 'C' Class (car) motor vehicle drivers licence or an approved equivalent.

#### DESIRABLE:

- A Diploma in Business (Public Relations).

### CERTIFICATION

1. The details contained in this Job Role Statement have been reviewed and conform to Main Roads guidelines.

SIGNATURE

BRANCH/SECTION HEAD

DATE

13.11.14

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

SIGNATURE

DIRECTOR

DATE

3. The details contained in this document have been reviewed and conform to Main Roads guidelines.

SIGNATURE

MANAGER ORGANISATIONAL REVIEW AND CO-ORDINATION

DATE

13/11/14