



Media and Communications Officer

Media and Communications

Position number	00011853
Agreement	Public Service and Government Officers CSA General Agreement 2017 (or as replaced)
Classification	Level 4
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

- assists in developing a range of material for online and digital publication
- undertakes photographic responsibilities, including producing news-style photos for publication
- establishes and maintains effective networks with schools and journalists to promote public education, initiatives and programs, and staff and student achievements
- edits, sub-edits and proof reads material for publication, including briefings, correspondence and media statements
- prepares news media communications in accordance with Departmental protocols

- undertakes research to identify emerging trends and recommends communication strategies, including practical use of new technologies to communicate achievements
- provides advice and support to staff in communication processes, procedures and protocols
- negotiates effectively with media representatives and Department staff to achieve positive communication outcomes
- establishes and maintains effective working relationships with schools and work units regarding media and other communications.

Selection criteria

1. Demonstrated experience within a journalism environment, including ability to produce news-style photographs.
2. Demonstrated ability to write for a range of audiences, styles and formats, including the ability to generate accurate, concise copy and proof-read and edit material in a news style.
3. Demonstrated well developed interpersonal communication and negotiation skills with the ability to work effectively and constructively with individuals at all levels and within a team environment.
4. Demonstrated ability to use a range of social media and digital communications tools to promote Department messages and initiatives to the media.
5. Demonstrated well developed research, investigation and analytical skills with an ability to provide innovative thinking.
6. Demonstrated well developed organisational skills and sound initiative with the ability to work unsupervised and in a team environment to deliver outcomes on schedule.

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 20 March 2019
Reference D19/0108715