



Strategic Communications Officer

Public Relations and Marketing

Position number	Generic
Agreement	Public Service and Government Officers CSA General Agreement 2017 (or as replaced)
Classification	Level 5
Reports to	Digital Marketing Strategist/Public Relations Coordinator (Various)
Direct reports	Nil

Context

Public Relations and Marketing provides a range of services to all sections of the [Department](#), including:

- strategic communications and marketing advice
- developing communications and marketing plans
- developing major advertising campaigns and strategies
- developing and implementing the Department's digital communications strategy
- managing the Department's digital channels, including corporate website
- corporate identity management
- publications development
- internal communications
- developing, implementing and evaluating specific programs and activities.

The focus of Public Relations and Marketing is to ensure all activities are designed to enhance the image and reputation of the Department and promote Western Australian Government initiatives in education.

Key responsibilities

- Develop, implement and evaluate creative and innovative communications strategies, including advertising; awards programs and recognition; brand development; community product development; major events; publications; website and digital development; and promotional activities.
- Provide advice and support in strategic communications to business units, regions and schools.
- Research, create and edit content for a range of purposes and audiences (both in print and digital).
- Develop and source market research to increase the effectiveness of public relations and marketing strategies.

- Plan, coordinate, evaluate and manage strategic communications activities, events and any associated contracts.
- Identify, generate and manage strategic partnerships and collaborative working relationships to add value to Department programs.
- Undertake high-level consultation and negotiation and within government, the education sector, business and industry, and the community.

Selection criteria

1. Demonstrated highly developed interpersonal and communication skills (both written and oral) including the ability to liaise effectively with senior management within government, the education sector, business and industry, and the community.
2. Demonstrated marketing and public relations skills with the knowledge and ability to develop and implement innovative and creative strategies.
3. Demonstrated highly developed skills and substantial experience in writing communications for a range of purposes and audiences (both print and digital).
4. Demonstrated organisational, project and events management skills.
5. Demonstrated ability to effectively collaborate and negotiate with internal and external stakeholders at all levels.
6. Demonstrated conceptual and analytical skills including research and report writing skills.

Eligibility and training requirements

Employees will be required to:

- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment
- 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 22 October 2019
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