



Senior Project Officer – Public Website

Public Relations and Marketing

Position number	00039972
Agreement	Public Service and Government Officers CSA General Agreement 2017 (or as replaced)
Classification	Level 6
Reports to	Digital Marketing Strategist (Level 7)
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

- Undertake communications and engagement requirements for the Department's public website and applies best practice stakeholder engagement techniques and processes.
- Plan, implement and evaluate elements of the Department's public website and provide specialist communications advice and support to business areas.
- Provide professional learning to business areas on best practice when identifying and communicating content for an online environment and provide training on the use of the platform.
- Develop strategies and procedures supporting implementation of improvement strategies.
- Liaise with the Digital Marketing Strategist and other staff to achieve planned outcomes.

Selection criteria

1. Demonstrated highly developed oral communication and interpersonal skills, including consultation, presentation and facilitation skills, and the ability to liaise effectively with individuals at all levels.
2. Demonstrated highly developed conceptual and analytical skills with proven investigative skills and ability to interpret data and provide innovative thinking in developing and implementing projects.
3. Demonstrated highly developed writing skills with ability to develop instructional and support materials and communicate effectively online.
4. Demonstrated highly developed project management skills and ability to contribute to team processes and outcomes.

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 23 October 2019
Reference D19/0497909