



Senior Project Officer – Education resources website

Public Relations and Marketing

Position number	00039973
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

- Plan, implement and evaluate the education resources website system and resources.
- Provide specialist advice and support services to business areas, in particular, support on the use of the education resources website to store resources for all education sectors.
- Develop strategies, procedures and tools that support the delivery of education resources.
- Provide information on the effective use of the system, manage technical issues and provide advice on enhancements and fixes to business areas and suppliers in developing education resource website.

- Liaise with suppliers regarding the system development and testing, delivery and implementation.
- Consult and negotiate with providers and stakeholders on related education resources website matters.
- Prepare project reports and plans related to the development of the education resources website.

Selection criteria

1. Demonstrated knowledge of and experience with developing website systems.
2. Demonstrated highly developed oral and interpersonal communication skills, including the ability to undertake high level consultation, collaboration and negotiation.
3. Demonstrated highly developed written communication skills, including experience in preparation of project reports and plans.
4. Demonstrated highly developed conceptual and analytical skills, including the ability to provide innovative solutions to complex problems and issues.
5. Demonstrated highly developed project management skills, including project planning, implementation, monitoring and evaluation.

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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