



## Principal Consultant – Intranet Services

### Communications and Media

<b>Position number</b>	00040143
<b>Agreement</b>	<a href="#">Public Service and Government Officers CSA General Agreement 2017</a> (or as replaced).
<b>Classification</b>	Level 7.
<b>Reports to</b>	Manager – Intranet Transformation Project (Level 8)
<b>Direct reports</b>	Nil

### Context

The Communications and Media directorate provides a range of services to all sections of the Department and is responsible for:

- internal communications
- providing strategic communications and marketing advice
- major advertising campaigns and strategies
- media management and crisis communications
- corporate identity management
- developing, implementing and evaluating specific programs and activities.

The focus of Communications and Media is to ensure all activities enhance the image and reputation of the Department and promote WA Government initiatives in education.

The Department's intranet (Ikon) provides a single entry point for staff to access everything they need to do their job and everything to support them as a staff member. Ikon enables staff access to information, services and processes provided by the Department.

The intranet team:

- manages day-to-day operations of the intranet
- provides mentoring and support for content creation to Department business areas
- evaluates and coordinates the work of subject matter experts and content authors to ensure that organisational objectives are met and a high degree of effectiveness and quality are maintained
- reviews and edits content in accordance with the Intranet Content Governance Framework, strategic communications goals and best web practices
- builds capacity and develops skills in trained and new content authors
- manages intranet content and promotional features on the home page

- increases awareness of and makes recommendations to staff and senior executive about new opportunities for the intranet
- works with ICT web teams to maintain the visual design, site navigation and site content
- manages the development of new features and functionality to meet the requirements of business areas.

Visit [education.wa.edu.au](http://education.wa.edu.au) for more information about the Department of Education.

### Key responsibilities

- Coordinate the implementation, delivery and evaluation of the Department's intranet environment, including strategic planning, and the development and implementation of intranet reforms and improvement strategies.
- Develop, facilitate and implement quality assurance processes.
- Develop, coordinate and review intranet services policies, standards and procedures.
- Develop and implement communication strategies that facilitate the engagement of key stakeholders to support and embrace the intranet landscape.
- Identify and analyse trends and issues, and identify opportunities for enhancement and improvement.
- Ensure that intranet protocols, frameworks, functionality, innovation, performance and processes are maintained, monitored and align with corporate objectives and operational needs.
- Provide specialist advice to Department staff on matters pertaining to intranet services and delivery.
- Establish and maintain strategic and collaborative partnerships with key stakeholders, including technical development specialists, to facilitate the development, acceptance and achievement of planned outcomes.
- Represent the intranet services team on committees and working parties.

### Selection criteria

1. Demonstrated substantial knowledge and experience in developing and implementing procedures for content publication within online content management systems.
2. Demonstrated substantial knowledge and understanding of effective web design and development, and online content delivery.
3. Demonstrated highly developed strategic leadership and planning skills, including extensive experience in project management to deliver effective outcomes.
4. Demonstrated highly developed skills and experience in writing communications for a range of purposes and audiences, with a particular focus on online environments.
5. Demonstrated highly developed verbal interpersonal communication skills, including the ability to build effective working relationships with stakeholders at all levels and undertake high level consultations, collaborations and negotiations.
6. Demonstrated high-level conceptual and analytical skills, including the ability to identify innovative solutions to solve problems.

### 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            16 December 2019  
Reference    D19/0579196