



Digital Communications Officer

Public Relations and Marketing

Position number	00039970
Agreement	Public Sector CSA Agreement 2019 (or as replaced)
Classification	Level 5
Reports to	Digital Marketing Strategist (Level 7)
Direct reports	Nil

Context

Public Relations and Marketing provides a range of services, 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
- 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 digital communications strategies.
- Provide advice and support to business units and schools in the effective use of digital communications, such as social media and website development.
- Plan, create and edit content for a range of purposes and audiences, including video production, photography and copywriting for social media and other online use.
- Maintain and moderate conversations and feedback on digital channels.
- Work collaboratively with stakeholders and team members to support Department activities, events and promotions.
- Undertake high-level consultation and negotiation with stakeholders across government, the education sector, business and industry, and the community.

Selection criteria

1. Demonstrated digital marketing skills with the knowledge and ability to develop and implement innovative and creative strategies.
2. Demonstrated highly developed interpersonal and communication skills (both written and oral) including the ability to liaise effectively with senior management across government, the education sector, business and industry, and the community.
3. Demonstrated highly developed skills and substantial experience in creating digital communications for a range of purposes and audiences.
4. Demonstrated ability to effectively collaborate and negotiate with internal and external stakeholders at all levels.
5. Demonstrated conceptual and analytical skills including campaign evaluation 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 27 May 2020
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