



A workers' compensation and injury management scheme that works for all

## JOB DESCRIPTION FORM

### MANAGER COMMUNICATIONS & EDUCATION

#### LEVEL 7 (02203720)

#### Key responsibilities

Effectively leads a team of communication and education professionals in a busy and demanding but rewarding environment.

Develops, implements and evaluates strategies that promote WorkCover WA messages to a broad and dispersed group of stakeholders using contemporary communications and education approaches.

#### Statement of duties

##### Strategy

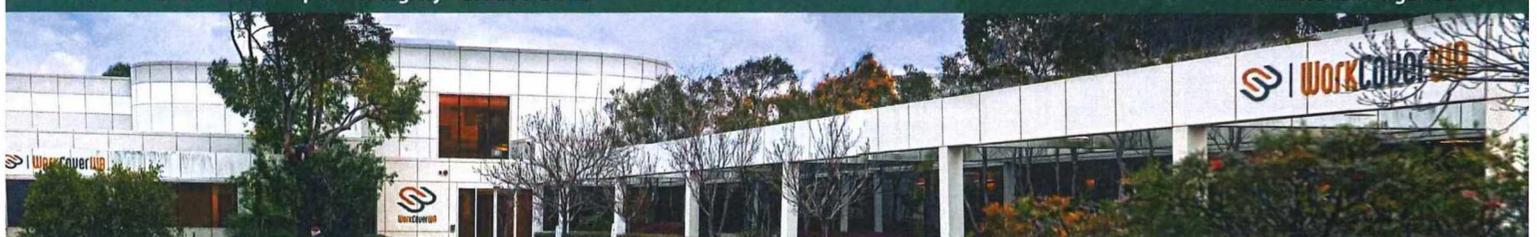
- Remains informed and responds to internal and external issues and their impact on workers compensation.
- Develops and implements a long-term communications and education vision and strategy focused on contemporary communications and education initiatives.
- Transitions traditional communications education initiatives to contemporary online and digital approaches.

##### Communications Management

- Manages the delivery of WorkCover WA information and promotional material, speeches, presentations and corporate publications.
- Manages all aspects of media communications between the Minister's Office, the media and WorkCover WA including responding to and providing timely advice to the Chief Executive Officer on media enquiries.
- Liaises with members of the Corporate Executive to design, plan and coordinate strategies that enhance stakeholders and the public's understanding of WorkCover WA's role and services.
- Manages the preparation and dissemination of corporate communication and develops mechanisms for regular communication with stakeholders including bulletins, fact sheets and newsletters.

##### Education

- Develops and implements contemporary education programs to increase stakeholder knowledge, understanding and awareness of the workers' compensation and injury management scheme.
- Manages WorkCover WA's Advice and Assistance Service to provide practical advice and support on complex workers' compensation issues.



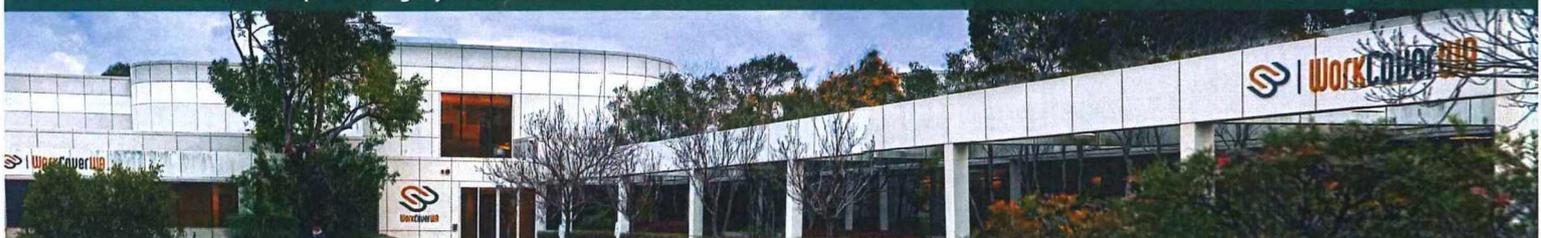
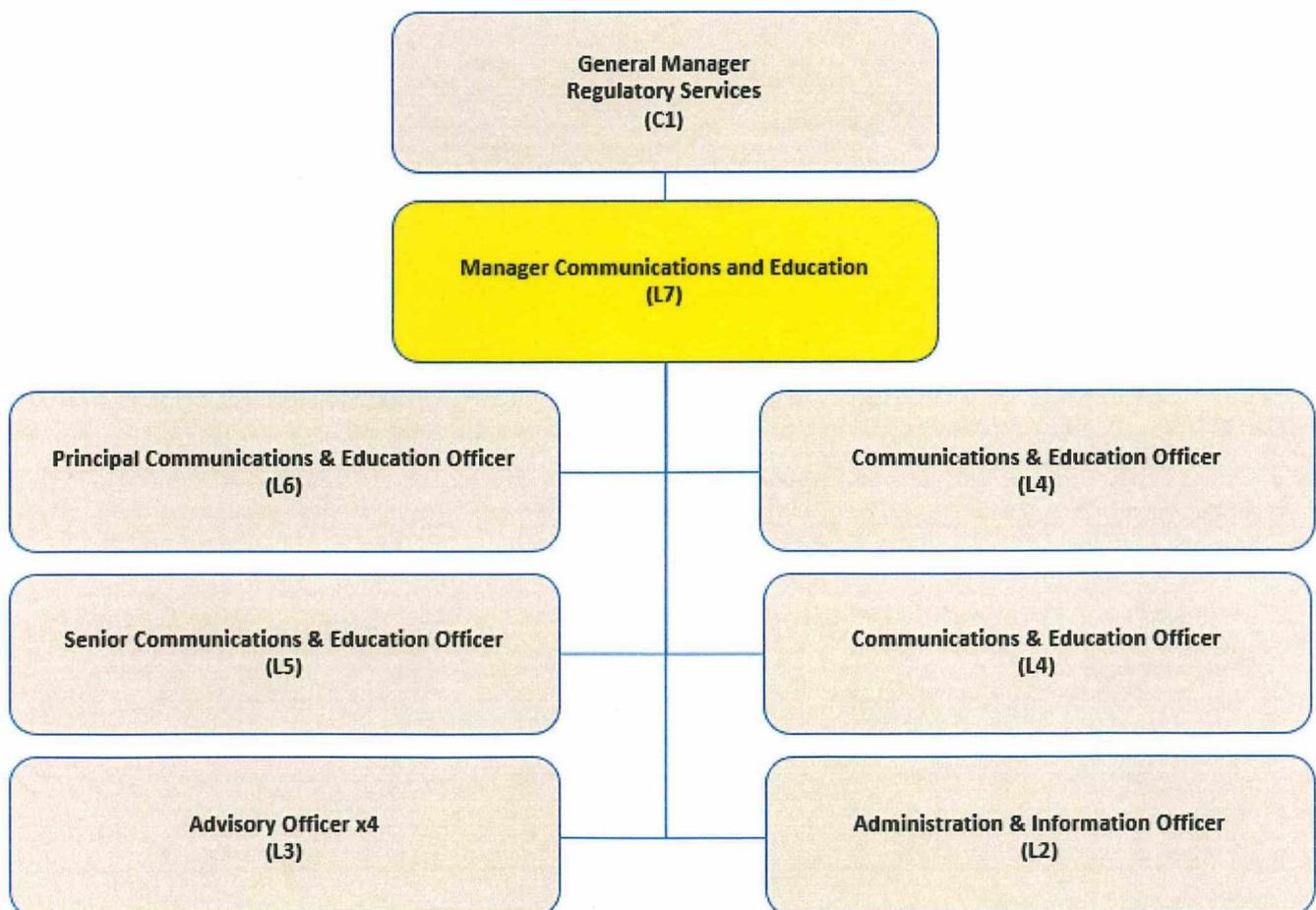
## Other

- Works with the General Manager Regulatory Services to develop and achieve WorkCover WA's business plan, divisional plans, policies, practices and procedures.
- Manages the arrangements associated with the WorkCover WA biennial Conference.
- Manages the procurement process, storage and dissemination of WorkCover WA publications.
- Promotes equity and diversity principles and practices in the Branch/Division.
- Raises staff awareness of diversity and encourages participation and contribution to activities that recognise and celebrate diversity.
- Participates in the Performance and Development Agreement system.
- Performs other duties as directed.

## Personal Characteristics

- Committed to a strong work ethic and self-improvement.
- Customer focused.
- Exhibits personal integrity and professionalism.
- Innovative.

## Reporting Relationships



## Selection Criteria

### Essential

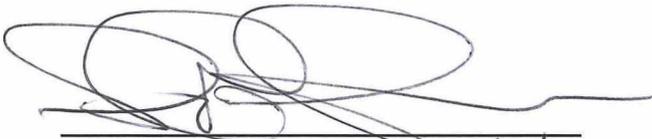
1. Possession of the necessary knowledge, skills and experience to perform the duties and key responsibilities as listed above.

### Desirable

1. Tertiary qualification in a relevant discipline.

### Certification

The details contained in this document are an accurate statement of the position's responsibilities and requirements as at 6 July 2020.



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General Manager 6/7/20



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Chief Executive Officer

