

Principal Consultant

Communications and Media

Position number	00040789
Agreement	Public Sector CSA General Agreement 2019 (or as replaced)
Classification	Level 7
Reports to	Director, Communications and Media (Level 9)
Direct reports	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.

Visit education.wa.edu.au for more information about the Department of Education.

Key responsibilities

- Provide professional and strategic management support to the Director for effective development, implementation, coordination and management of Communications and Media projects, programs and initiatives, and is the main contact for the Manager of the Office of the Director General.
- Undertake research on current issues and initiatives and provide policy and strategic management advice to the Director.
- Provide high-level policy and strategic management advice to the Director in relation to current issues, initiatives and investigations that are of strategic significance and have policy implications for the Department.
- Assist in ensuring the operational aspects of Communications and Media align with the Department's direction.
- Coordinate and quality assure projects, programs and Minister and Director General correspondence and briefings on behalf of the Director.

- Research and provide advice on policies, procedures, budgets and critical operational issues.
- Work closely with Principal Consultants from other Divisions to ensure any risk management issues are effectively managed and when issues and problems are identified, investigate these in a systematic manner.
- Build and maintain networks with senior management across the Department, with other Departments and external organisations and establish effective working relationships with the members of the Corporate Executive.
- Prepare briefings papers, speeches, correspondence, support documents and confidential reports on behalf of the Director.

Selection criteria

1. Demonstrated high-level professional knowledge and experience in the context of the role of this position.
2. Demonstrated substantial skills and experience in managing a range of complex projects and issues.
3. Demonstrated highly developed communication and interpersonal skills, including experience in undertaking senior-level consultations, collaborations and negotiations.
4. Demonstrated highly developed conceptual, analytical, research and investigation skills with the ability to identify issues and trends and provide innovative solutions to complex problems and issues.
5. Demonstrated highly developed written communication skills, including extensive experience in the preparation of correspondence, reports, Ministerials and briefing notes.
6. Demonstrated highly developed organisational skills with a proven ability to deliver outcomes on schedule in a demanding environment and under tight timeframes.

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 5 October 2020
Reference D20/0501920