

Assistant Media Officer

Position number	00023676
Agreement	Public Sector CSA Agreement 2019 (or as replaced)
Classification	Level 3
Reports to	Manager, Media (Level 8)
Direct reports	Nil

Context

The Media team provides a range of services to all sections of the Department, including:

- strategic media advice
- crisis media management
- media training for staff
- identification of positive media opportunities to promote Department, staff and student initiatives and achievements
- liaison with news media
- preparation of communications for the news media
- development of digital media strategies and creation of content, including videos and photographs, for the Department's digital platforms and the media.

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

Further information can be found on the [Department's](#) website.

Key responsibilities

- Provide support in monitoring media coverage, generating media and communication updates, and distributing Government and Department media statements.
- Provide administrative support to the Branch, including updating databases and distribution lists, and maintaining records.
- Prepare media statements, responses and social media content.
- Assist in organising media events.
- Edit, sub-edit and proofread material for publication, including media statements, online content and briefings.
- Contribute to developing and implementing proactive media strategies and activities to promote public education.

- Establish and maintain effective relationships with the media to negotiate positive media coverage for schools and the Department.
- Contribute to ensuring media activities of the Minister, Department, and public schools are coordinated and managed effectively.
- Develop materials to assist schools to promote positive media opportunities to journalists.

Selection criteria

1. Demonstrated understanding of a journalism environment and experience in developing and implementing innovative and proactive media strategies and projects.
2. Demonstrated well developed written communication skills, including the ability to generate accurate, tightly written, clean copy and to proofread and edit material.
3. Demonstrated well developed interpersonal, communication and negotiation skills with the ability to liaise with individuals at all levels.
4. Demonstrated well developed administrative, planning and organisational skills with the ability to meet deadlines and work in a team environment.

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
- hold a valid C Class driver's license
- 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 21 September 2020
Reference D20/0455187