



Department of  
Water and Environmental  
Regulation

## **Position Description**

**Position Title:** Senior Manager Corporate Communications

**Classification Level:** 8

**Position Number:** 100246

**Reports to:** Executive Director Strategy and Engagement, Class 2

**Directorate / Division:** Strategy and Engagement

**Supervises:** TBA (No. of FTE)

**Branch / Section:** Communications

**Location:** Joondalup

---

### **Role summary**

The Senior Manager Corporate Communications provides strategic leadership and direction to, and manages the resources and functions of, the Corporate Communications Branch – including media relations, strategic communications, internal communications and events, speech writing, digital communications, publications and graphic design, and promotional activities.

### **Responsible for**

- Providing the leadership and management of the Corporate Communications Branch, ensuring staff have the resources and capability to undertake the work required of them and produce the desired outcomes;
  - Directing the development, maintenance and implementation of communications strategies and plans including corporate, program and regional strategies to communicate major issues;
  - Providing strategic advice on media and issues management;
  - Developing and maintaining quality relationships at senior level and an extensive network of contacts with key stakeholder and client groups including the Ministers' Offices, news media, industry, other government bodies, management advisory and community groups and the general public;
  - Directing the development and implementation of policies designed to enhance and promote corporate identity and increase the department's positive profile in the public and business sectors and community;
  - Monitoring and evaluating information relating to departmental activities, including media reports and communications by industry and environmental groups;
  - Managing and coordinating the activities of the communications team component during the crisis management of serious incidents and occurrences;
  - Liaising, advising and collaboratively cooperating with the Ministers' Offices in relation to media liaison, speeches and media events;
  - Managing an integrated media relations service through formal and informal contact with the media, including briefings, media releases, responses and events and the promotion of departmental activities;
  - Overseeing an integrated digital communications service, including website and intranet, and social media.
  - Overseeing quality control of electronic and printed publications (written word and graphic design), as well as external communication and communications strategies delivered by the department.
  - Overseeing internal communications and events for the department, including Director General speeches, departmental events and internal news.
  - Undertaking other duties as required.
-

## **Work related requirements**

### **Essential**

1. Extensive experience in the development, management and delivery of communication strategies and plans that align with the strategic direction and operational goals of the Department while protecting and enhancing reputation.
2. Leadership and change management skills that result in a positive work environment that motivates, develops and utilises the diverse talents of people.
3. Ability to effectively allocate and leverage resources to deliver desired business outcomes for large-scale projects.
4. Experience in the delivery of a broad range of communication services including media management skills and a sound understanding of social media and digital communications.
5. Excellent written and oral communication and interpersonal skills, with the ability to negotiate with and influence a diverse range of stakeholders.
6. Ability to conceptualise, analyse and evaluate complex information or a difficult situation to develop practical solutions and make informed decisions.
7. Relevant tertiary qualification and/or substantial experience in communications and media.

### **Desirable**

Nil.

### **Our Values**



Our values underpin everything we do, they guide the way we conduct our work, how we engage with each other and deliver services to our customers. The ability to demonstrate how you will apply our values is important to us.

### **Special Equipment/Requirements**

Nil.

### **Position Certification**

The details contained in this document are an accurate statement of the position's responsibilities and requirements.