



## Manager Digital Communications

<b>Branch:</b>	Digital Communications
<b>Directorate:</b>	Office of the Director General
<b>Position Number:</b>	00025765
<b>Classification:</b>	Level 7
<b>Physical Location:</b>	Perth (William Street)
<b>Award/Agreement:</b>	Public Service Award & Public Sector CSA Agreement 2019

Department of Transport's vision is to have the best integrated and intelligent transport services and solutions for the State. We provide and enable safe, accessible and efficient movement for the economic and social prosperity of Western Australia.

The Department forms part of the Transport portfolio and includes Main Roads WA and the Public Transport Authority.

### Our Values:

We welcome *Fresh Thinking* and finding better ways of working

We set *Clear Direction* and have the courage to follow through

We work together to deliver *Excellent Service*

We make things happen through our *Great People*

Department of Transport (DoT) is an equal opportunity employer and embraces diversity as we believe the best services come from a workplace in which varied viewpoints are welcomed and encouraged.

## Overview of Directorate

The Office of the Director General (ODG) is responsible for communications, Ministerial and Parliamentary liaison, governance, risk management, and audit within the DoT. ODG also provides executive, governance and strategic support to the Director General, DoT's Corporate Executive, the Transport Portfolio agencies and the Governance Council, as well as the Offices of the Minister for Transport; and the Minister for Ports.



## Overall Purpose of the Role

- The Manager Digital Communications has responsibility for managing, supporting and adding value to DoT digital communication channels; digital publishing; visual and user experience design.
- The position delivers digital communication services including strategy, advice, content management, style guide and graphic design.

## Work Description

### Team Leadership and Management

- Lead and manage the digital communications team and resources to deliver digital communications services and activities to meet agreed outcomes, and ensure the ongoing development of the team's capability.
- Work collaboratively with the Manager Media and Communications on Communications strategies and operational planning; contribute to the ODG's business planning and reporting; and develop and manage the digital communication's work plan.
- Develop business cases, and plan and manage digital communications projects ensuring project milestones, budget and outcomes are met, compliant with specifications and standards.
- Manage, negotiate and monitor service providers and related contracts to achieve maximum value.

### Digital Communications

- Manage the development and delivery of the digital communications strategy for the Department's digital and mobile channels, websites and intranet, to meet departmental objectives and customer needs; apply best practice methodologies and frameworks to enhance the customer's digital experience.
- Maintain a deep understanding of the Department's business priorities and challenges and translate them into measurable digital communications objectives and strategies.
- Lead and manage the development, enhancement and maintenance of digital communications channels including websites and intranet, to meet business needs and enhance customer/stakeholder engagement; lead and manage the digital content; style guide and graphic design services.
- Manage the development and delivery of digital communications policy and guidelines; ensure the highest standards of contemporary digital communication to stakeholders across the Department, compliant with whole of Government standards.
- Work collaboratively across the Communications Branch, the Business Information Systems Directorate, other business units within the Department and Portfolio agencies to co-design digital communications solutions and enhance customer experiences on digital and mobile platforms.
- Drive the use of digital communications over emerging issues impacting upon the DoT and identify gaps and opportunities for innovation and efficiencies.
- Lead the provision of research and analytics to inform customer-centred design and new digital products and services and digital communications solutions, and to evaluate customer experience and monitor the effectiveness of digital communications channels.
- Participate in a range of departmental forums including meetings and working groups as required.
- Undertake other duties as directed.



## Work related requirements

The following criteria are to be applied within the context of this position, which includes alignment to the Department's values.

### Criteria

#### ESSENTIAL:

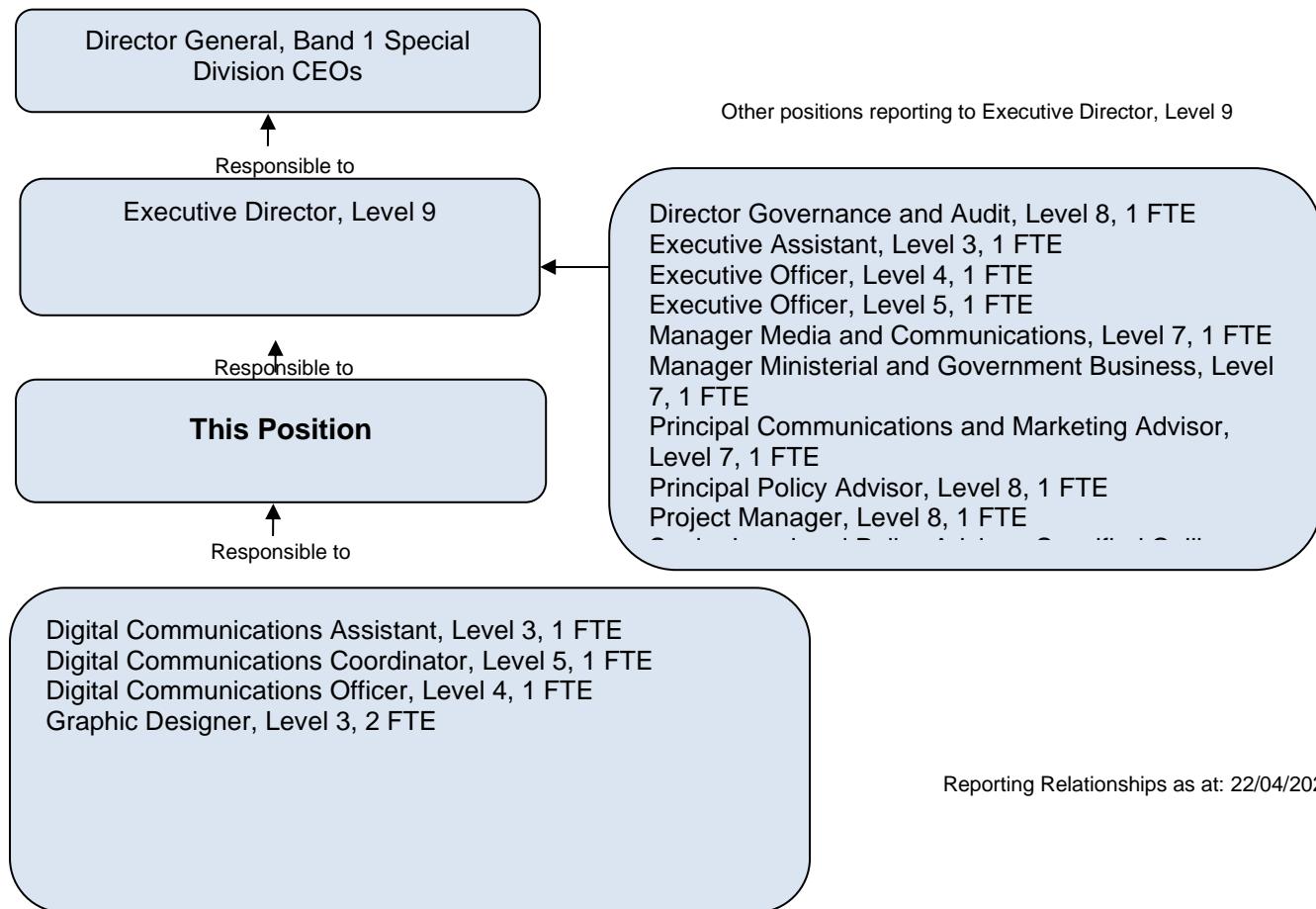
1. Extensive skills and experience in managing the development and delivery of digital communications including channel specific communications in a large and complex organisation for website, intranet, mobile and digital media.
2. Demonstrated experience in leading, developing and delivering digital communication strategy and frameworks.
3. Strong understanding and application of the principles and user interface design practices for websites, mobile apps and other digital products and services.
4. Demonstrated experience in leading and managing a team including developing and building team capability.
5. Excellent verbal and written communications skills, and stakeholder relationship management skills including proven ability to work collaboratively with diverse stakeholders to deliver innovative solutions.
6. Highly developed conceptual and analytical skills with strong expertise in conducting User Experience (UX) activities with an agile development approach to deliver enhanced digital customer experience.

#### DESIRABLE:

1. A tertiary degree in Communications or Marketing or Management or high level of experience in a relevant field.



## Reporting Relationships



## Allowances/Special Conditions

NIL

## Certification

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

**Executive Director**  
**People and Culture**