



Position Description

Position Title:	<i>Communications Coordinator</i>	Classification Level:	<i>6</i>
Position Number:	<i>00013028, 00031890</i>	Reports to:	<i>00030370, Assistant Director, Strategic Communications Level 8</i>
Division:	<i>Customer Experience and Strategy</i>	Supervises:	<i>0 FTE</i>
Branch/Section:	<i>Strategic Communications</i>	Location:	<i>Perth Metropolitan Area</i>

Our vision: driving practical, cost-effective and quality outcomes across government to benefit Western Australians

Our values define who we are and how we go about our business.



Our values underpin everything we do. They guide the way we work, how we engage with each other and the way we deliver services to our customers through being clear, courageous, authentic and building trust.

As a central government agency with a state-wide presence, Finance delivers services to the government, public sector agencies and the community, and places customers at the centre of its focus. Services include strategic policy advice and co-ordination; asset management (including planning, procurement and project management); assessment of market led proposals; and revenue collection and concessions.

Role summary

The Communications Coordinator is responsible for coordinating, developing and implementing communications strategies, marketing, public relations and community and stakeholder engagement functions for the Department.

The position focuses largely on proactive communications, stakeholder and community engagement to support Government projects and agency business, and provides strategic advice and communications support to department operational areas.

Your responsibilities

The successful applicant will be expected to:

Best Place to Work

- Demonstrate Finance's values in all interactions to contribute towards an innovative, customer focused, high-performing and values-led organisational culture, including actively identifying opportunities to build positive organisational culture.
- Reinforce departmental objectives, and customer needs in work activities to inspire excellence.
- Encourage an environment that enables members to flourish, embrace diversity, flexibility and opportunity to deliver fit-for purpose services aligned with Finance objectives.
- Ensure resources are used efficiently and effectively.
- As a member of the Strategic Communications team, demonstrate initiative and be accountable for your work outputs and proactively encourage efforts of the team.
- Participate in and embrace coaching, feedback and capability building; and take initiative in personal growth and development.

Customer Centric

- Work proactively with customers/stakeholders to facilitate the delivery of relevant, contemporary and professional services and governance.
- Work collaboratively to achieve common goals, best practice and facilitate and encourage continuous business improvement and innovation.
- Ensure meaningful and appropriate communication with all customers and stakeholders.
- Work with Assistant Director to develop and implement practices that deliver customer centric services required in an ever-changing environment.
- Engage and work proactively with customers to develop contemporary strategies and policies by identifying and implementing solutions to real-world Strategic Communications team situations.
- Regularly confirm customer/stakeholder expectations to ensure that deliverables are high-quality, fit-for-purpose and aligned with Finance objectives.

Outcomes Focused

- Coordinate and deliver communication activities relevant to all business areas within the Department of Finance.
 - Project manage communications across a range of channels including website, intranet and e-newsletter system (currently Vision 6) to support organisational requirements.
 - Conduct research into new and/or emerging communications trends and technologies.
 - Liaise with internal stakeholders to develop targeted and measurable communications content for both internal and external consumption
 - Facilitate and manage the rights and benefits of the Department's various sponsorships and seek out new sponsorship or events opportunities to assist the Department in achieving its objectives.
 - Coordinate and facilitate the promotion of Department events and provide advice to internal stakeholders on event development.
 - Contribute to the development of Divisional, Directorate and Branch strategies, policies and processes.
 - Assist in meeting Ministerial requirements for information and advice.
 - Provide proactive and timely advice to the senior management and other stakeholders in relation to buyer and supplier development matters and initiatives.
 - Liaise with internal stakeholders to gather information to ensure the coordination of relevant programs.
 - Perform other duties as directed.
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What you need to bring to this role

To be read in the context of the preceding sections of this document. A clear demonstration of how you align with the Department's values is a prerequisite for appointments.

Essential

Shape and Manage Strategy

You will have highly developed conceptual and analytical skills to solve complex problems with the ability to link operational tasks to organisational goals and strategies.

You will have demonstrated experience in coordinating the development and/or delivery of communication-led programs, utilising a range of communication channels inclusive of all forms of digital media.

Achieve Results

You will have the ability to establish clear plans and timeframes for project implementation.

You will have demonstrated leadership skills and ability to leverage the knowledge and skills of the team to achieve quality outcomes.

Build Productive Relationships

You will have demonstrated ability to work collaboratively, recognise the contribution of others, build effective relationships and contribute towards a positive team environment.

Exemplify Personal Integrity and Awareness

You will have demonstrated self-awareness, accountability and commitment to contribute to departmental values in the delivery of quality outcomes.

Communicate and Influence Effectively

You will have highly developed communication, interpersonal and negotiation skills with ability to liaise and deliver a customer-centric service.

You will be skilled at approaching negotiations with a clear understanding of key issues and desired outcome.

Desirable:

A relevant tertiary qualification (e.g. Marketing, Public Relations, Communications or other business related discipline).

Pre-employment requirements

Australian Permanent Residency status is a minimum requirement for permanent appointment to the WA Public Sector. However, for appointment on a fixed term contract or casual basis, applicants only require a valid Work Visa for the duration of the entire advertised term.

Appointment is subject to:

- 100 point identification check; and
- Criminal Records Screening clearance

Special equipment/requirements

Nil

Certification

Verified by: RS, Senior HR Consultant, December 2020

Classification Evaluation Date: October 2019
