



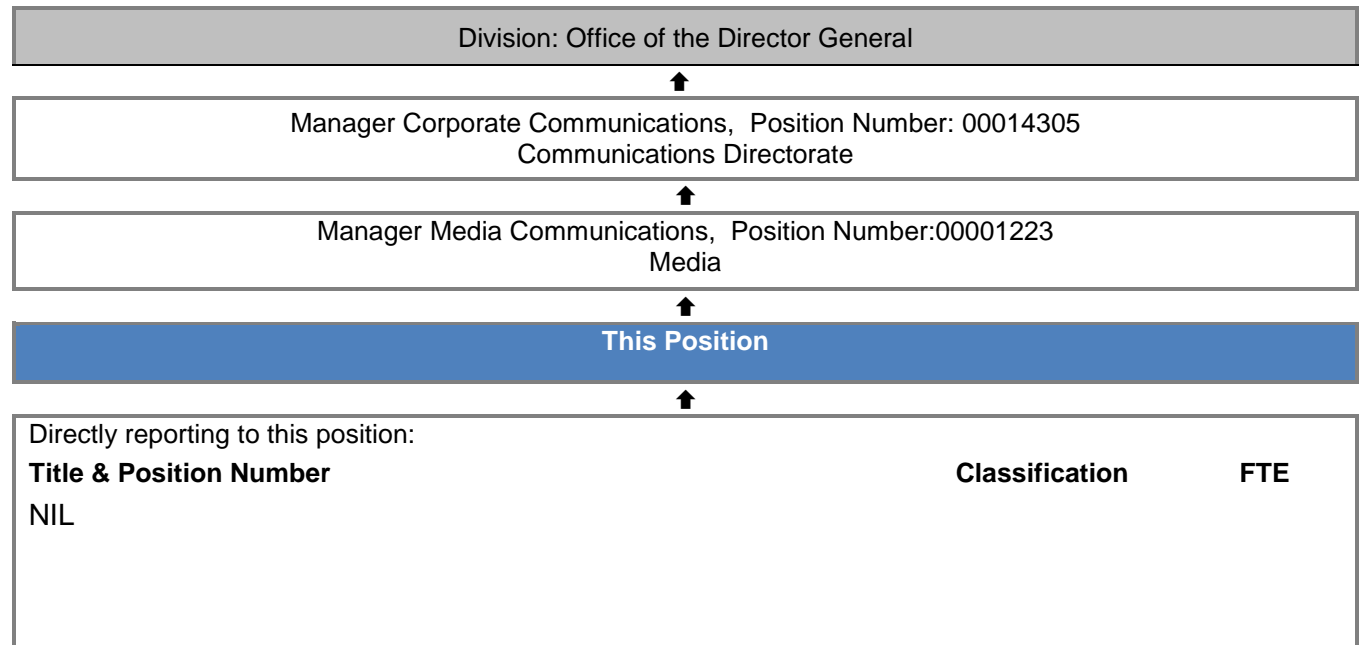
POSITION DESCRIPTION

Position Number	000000
Position Title	Communications Officer
Classification	PSO Level 4
Division	
Directorate	
Branch	
Position Status	
Award	Public Sector CSA Agreement
Site Location	East Perth

ORGANISATIONAL ENVIRONMENT

Our Vision	A WA health system that delivers safe, high quality and sustainable services that support and improve the health of all West Australians.
Our Mission	To lead and steward the WA health system.
Our Values	Purposeful, Collaborative, Caring, Open, Outcome-focused

REPORTING RELATIONSHIPS



KEY RESPONSIBILITIES

Communications officers support the development and delivery of integrated communication strategies to achieve WA Health priorities. The positions work closely with colleagues as part of a consultancy service.

Officers may be required to work on activities including:

- Supporting the delivery of internal and external integrated communications
- Assisting with media liaison
- Assisting with events
- Preparing material for publications, speeches, the media, digital platforms and the web
- Monitoring contracts and budgets.

BRIEF SUMMARY OF DUTIES

This section outlines the results and outcomes required of an individual in this position.

Employees are required to undertake all duties and responsibilities in accordance with Department of Health WA Code of Conduct, Policies/Procedures and relevant legislation.

Dependent upon the client portfolio you are allocated and the team within WA Health, you may be required to undertake the following scope of duties:

Integrated communications

- Develops, implements and assists with activities that promote strong two-way communication within WA Health
- Plans, develops, implements and evaluates, in consultation with Manager, strategies to promote WA Health priorities to staff and stakeholders
- Prepares creative briefs, production schedules and evaluation reports
- Writes, edits, and prepares for publication a broad range of communication material, including web copy, advertising copy, brochures, social media, digital media and production and newsletters

Media liaison

- Assists in preparation of draft media statements and feature material
- Researches and prepare draft speeches
- Seeks opportunities to promote WA Health initiatives to media
- Assists in the preparation of press conferences and with media management
- Maintains database of media contacts.
- Monitors media for health-related issues
- Prepares reports on media activity

Events and public relations

- Maintains WA Health's event and exhibition material and coordinate corporate events and functions.
- Provides support in planning and delivering events and exhibitions
- Develops and maintains Calendar of Events.
- Under the direction of the manager, develops and reviews sponsorship opportunities

Other

- Liaises with publication colleagues and external suppliers for the provision of communication material.
- Maintains appropriate records.
- Participates as a constructive member of WA Health's communications teams
- Manages contracts and suppliers in accordance with Government policy
- Other duties as directed

WORK RELATED REQUIREMENTS

Applicants should demonstrate their capacity to meet the following criteria which should be read in conjunction with the specific responsibilities of this role.

Essential Selection Criteria

1. Experience in communications, public relations, marketing or media.
2. High-level oral and written communication skills, including ability to write and edit for various audiences.
3. Demonstrated ability in managing multiple projects simultaneously.
4. Demonstrated ability to work as a member of a team and independently with minimal supervision.

Desirable Selection Criteria

1. Tertiary qualifications or experience in communications or relevant field.
2. Eligible for membership of the Public Relations Institute of Australia
3. Current knowledge and commitment to Equal Opportunity in all aspects of service delivery.

Appointment Factors

- Successful 100 point Identification Check.
- Successful Criminal Record Screening Clearance.
- Successful Pre-Employment Integrity check.

CERTIFICATION

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

Manager/Supervisor	Director/Division Head
NAME:	NAME:
SIGNATURE:	SIGNATURE:
DATE:	DATE: