



## Public Relations Coordinator

### Public Relations and Marketing

<b>Position number</b>	Generic
<b>Agreement</b>	<a href="#">Public Service and Government Officers CSA General Agreement 2017</a> (or as replaced)
<b>Classification</b>	Level 6
<b>Reports to</b>	Digital Marketing Specialist / Principal Public Relations Coordinator (Level 7)
<b>Direct reports</b>	Various

#### Context

Public Relations and Marketing provides a range of services to all sections of the [Department](#), including:

- strategic communications and marketing advice
- developing communications and marketing plans
- developing major advertising campaigns and strategies
- developing and implementing the Department's digital communications strategy
- managing the Department's digital channels, including corporate website
- corporate identity management
- publications development
- internal communications
- developing, implementing and evaluating specific programs and activities.

The focus of Public Relations and Marketing is to ensure all activities are designed to enhance the image and reputation of the Department and promote WA Government initiatives in education.

#### Key responsibilities

- Develop, manage and evaluate public relations, community education and marketing strategies including advertising; awards programs and recognition; brand development; community product development; major events; publications; website and digital development; and promotional activities.
- Identify and recommend opportunities and initiatives which strategically position the Department and public schools.
- Develop and maintain working relationships with senior executives, Department staff and key stakeholders.

- Provide strategic communications advice and consultancy to Department staff and undertake high-level negotiation in formulating and implementing strategies, campaigns and initiatives.
- Develop, manage and monitor budgets.
- Provide leadership to Public Relations and Marketing staff in the development and achievement of team goals.
- Monitors and manages staff leave entitlements to ensure accrued leave is cleared within a reasonable timeframe and in accordance with the relevant awards, agreements and Department policy.
- Manages staff performance in accordance with the Public Sector Performance Management Standard and Department policy.

### **Selection criteria**

1. Demonstrated substantial knowledge of and experience in formulating, implementing and evaluating integrated public relations and marketing strategies and campaigns for a large service organisation.
2. Demonstrated highly developed strategic leadership and planning skills, including experience in project, budget and event management to deliver effective outcomes.
3. Demonstrated highly developed skills and substantial experience in writing communications for a range of purposes and audiences (both print and digital).
4. Demonstrated highly developed verbal and interpersonal communication skills with the ability to build effective working relationships and liaise and negotiate on high level and sensitive issues with a range of internal and external stakeholders.
5. Demonstrated highly developed conceptual and analytical skills with a proven ability to provide creative and lateral thinking in developing and implementing strategies.

### **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
- 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            6 September 2019  
Reference    D19/0389230