



## POSITION DETAILS

**Position Title**

Director Corporate Communications

**Position Number**

15315

**Classification Level**

Level 8

**Award/Agreement**

Public Service Award 1992, or any other prevailing industrial instruments

**Division/Directorate**

Corporate Communications

**Branch/Section**

Corporate Communications

**Physical Location**

His Majesty's Theatre

**Effective Date**

14/12/2021

**Employment Type**

Fixed-Term

**Employment Status**

Full time

## REPORTING RELATIONSHIPS

**Position reports to**

Deputy General Manager

**Positions reporting to this position**

Director Venue Operations  
Director Corporate Services  
Manager Human Resources  
Executive Officer  
Administrative Assistant

## PURPOSE OF THE POSITION

Sets the strategic direction for Corporate Communications in consultation with the Deputy General Manager and leads and manages Corporate Communications. Leads the development and implementation of strategic communications, issues management, media and strategic events planning for the PTT and Minister.



## ABOUT THE PERTH THEATRE TRUST

The Perth Theatre Trust (PTT) is a statutory authority established and constituted under the *Perth Theatre Trust Act 1979* to oversee the management and operation of theatres vested or leased to PTT by the State Government.

PTT is responsible for the care, control, management, maintenance, operation and improvement of theatres under its control which includes the Albany Entertainment Centre, His Majesty’s Theatre, Subiaco Arts Centre and State Theatre Centre of WA.

ORGANISATION	MISSION	VISION	VALUES
DLGSC	To enable dynamic and inclusive communities and support the WA economy through effective regulation and the facilitation of outstanding sporting and cultural experiences and opportunities.	Creating a vibrant, inclusive and connected WA community.	Customer Focused Responsive Respectful Accountable Innovative
PTT	To offer wide-ranging arts experiences in well-managed venues	To have vibrant, full theatres	Creativity Respect Service

## DUTIES OF THE POSITION

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

1. Sets the overall strategic direction for Corporate Communications in consultation with the Deputy General Manager.
2. Provides strategic direction on Corporate Communications through the implementation of the PTT's Strategic Plan and Division Plan.
3. Communicates with key internal and external stakeholders and undertakes a change management role in building the understanding and commitment of employees to the PTT's directions.
4. Promotes an ethical leadership culture which models departmental values with a range of diverse stakeholders and ensures a strong, customer focussed team culture.
5. Agrees clear performance standards and guides and mentors the Corporate Communications function to translate strategic objectives into operational outcomes and manages the physical, financial and human resources of the corporate communications personnel.
6. Leads the development of strategic communications planning encompassing external and internal communications for implementation across the PTT to support the PTT's objectives.
7. Leads the development of communications policies, frameworks and processes for implementation by staff across the PTT to support the PTT's objectives.
8. Leads the development of issues management plans to identify and effectively manage issues.
9. Leads the development of strategic media planning that allows the PTT to develop an appropriate and professional relationship with the media.
10. Provides communications strategies, counsel and advice at a senior level to allow the PTT to achieve its objectives and responsibilities and function as a best-practice organisation.
11. Provides strategic advice, coordination and support to the Minister's office on communication, issues management and media strategies and strategic events.
12. Leads the development of strategies to effectively manage relationships between the PTT and its stakeholders.
13. Ensures all Corporate Communications activities are carried out in accordance with the PTT's requirements and standards for financial management, human resource management and any other administrative and legislative obligations.
14. Initiates, promotes, develops and maintains professional working partnerships and collaborations with the Minister's office, the corporate executive and key personnel to achieve high level outcomes and establish whole of agency approaches to address issues as required.
15. Develops and maintains, at a senior level, relationships and extensive network of contacts with key stakeholders, including the media.

16. Undertakes strategic projects as requested and represents the PTT on internal or external forums, committees and working parties.

## COMPLIANCE AND LEGISLATIVE KNOWLEDGE

- Comply with the Department's Code of Conduct, policies and procedures and relevant appropriate legislation; and
- Meets Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.

## WORK RELATED REQUIREMENTS

Criminal History Record Check: An acceptable National Police Certificate (police clearance), or equivalent, is an essential pre-employment requirement and must be obtained prior to commencement. Please note that a criminal record does not necessarily disqualify you for appointment. You will be given the opportunity to discuss the matter fully before a final decision is made.

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

### **1. Shapes and Manages Strategy**

Focuses strategically, anticipates priorities and develops plans for own work area, manages emerging issues to optimise performance. Shows good judgement and leads in developing innovative solutions to complex problems.

### **2. Achieves Results**

Effectively manages and leads the branch to achieve desired outcomes, culture and performance, particularly during times of change and uncertainty. Evaluates ongoing performance and identifies critical success factors. Builds teams with complementary skills and allocates resources in a manner that delivers results.

### **3. Builds Productive Relationships**

Builds and sustains relationships with a network of key people internally and externally. Values individual differences and diversity and harnesses understanding of differences to enhance interactions. Encourages and motivates staff to engage in continuous learning and agrees clear performance standards and delivers constructive feedback.

### **4. Exemplifies Personal Integrity and Self-awareness**

Exhibits a personal commitment to public service professionalism, probity and personal development. Operates as an effective representative of the organisation in public and internal forums. Persists and focuses on achieving objectives even in difficult circumstances.

### **5. Communicates and Influences Effectively**



Communicates complex information in a clear, articulate, respectful and compelling manner to engage and influence internal and external stakeholders. Selects the most appropriate medium for conveying information and seeks to understand the audience.



## ELIGIBILITY SPECIALISED - SKILLS / TRAINING REQUIREMENTS

### Special Conditions

This position is based at His Majesty's Theatre, however, the employee may be required to travel to and work from any of the Perth Theatre metropolitan sites on a short-term basis as required.

### Appointment is subject to:

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

### Training:

- Complete induction within three months of commencement.
- Complete Accountable and Ethical Decision-Making Training within 6 months.
- Complete any training specific to the role required by Departmental policy.

## CERTIFICATION

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

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**Corporate Executive Representative Signature**

Date (DD/MM/YYYY)

*I have read and accept the responsibilities of the Job Description Form.*

*The position's duties are to be performed in accordance with the Department's Code of Conduct.*

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**Employee Signature**

Date (DD/MM/YYYY)