



Communications Officer

Public Relations and Marketing

Position number	00031508
Agreement	Public Sector CSA Agreement 2019 (or as replaced)
Classification	Level 4
Reports to	Principal Public Relations Coordinator (Level 7)
Direct reports	Nil

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
- 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 Western Australian Government initiatives in education.

Further information can be found on the [Department](#) website.

Key responsibilities

- Contribute to the development, implementation and evaluation of communications and marketing strategies, plans, campaigns and events.
- Provide communication advice and support to business units, regions and schools.
- Research, prepare and edit content for a range of purposes and audiences for both print and digital.
- Assist with the coordination and production of corporate publications.
- Coordinate and evaluate communication and marketing activities and any associated procurement and contracts.

- Ensure that information published is current and consistent with approved conventions, styles and guidelines.
- Contribute to the development and maintenance of partnerships and collaborative working relationships with internal and external stakeholders to add value to Department programs.
- Undertake minor design tasks using Adobe Creative Suite Software.
- Provide administrative and general support to the Branch.

Selection criteria

1. Demonstrated communications and marketing skills with the ability to contribute to developing and implementing creative and innovative communications and marketing strategies.
2. Demonstrated well developed interpersonal and oral communication skills, including the ability to work collaboratively with a diverse range of stakeholders and suppliers.
3. Demonstrated well developed skills and experience in written communications for a range of purposes and audiences (both print and digital).
4. Demonstrated well developed planning, organisational and time management skills, including the proven ability to prioritise work, meet agreed targets and deliver results in a timely, efficient and customer-focused manner.
5. Demonstrated conceptual, analytical and problem solving skills, including the ability to identify process improvements and identify solutions.

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 2 July 2020
Reference D20/0336991