



Senior Consultant – Intranet Services

Ikon Services

Position number	Generic
Agreement	Public Sector CSA General Agreement 2019 (or as replaced)
Classification	Level 6
Reports to	Manager – Intranet Services (Level 8)
Direct reports	Nil

Context

The Communications and Media Directorate provides a range of services to all sections of the Department and is responsible for:

- internal communications
- providing strategic communications and marketing advice
- major advertising campaigns and strategies
- media management and crisis communications
- corporate identity management
- developing, implementing and evaluating specific programs and activities.

The focus of Communications and Media is to ensure all activities enhance the image and reputation of the Department and promote WA Government initiatives in education.

The Department's intranet (Ikon) provides a single entry point for staff to access everything they need to do their job and everything to support them as a staff member. Ikon enables staff access to information, services and processes provided by the Department.

The intranet team:

- manages day-to-day operations of the intranet
- provides mentoring and support for content creation to Department business areas
- evaluates and coordinates the work of subject matter experts and content authors to ensure that organisational objectives are met and a high degree of effectiveness and quality are maintained
- reviews and edits content in accordance with the Intranet Content Governance Framework, strategic communications goals and best web practices
- builds capacity and develops skills in trained and new content authors
- manages intranet content and promotional features on the home page

- increases awareness of and makes recommendations to staff and senior executive about new opportunities for the intranet
- works with ICT web teams to maintain the visual design, site navigation and site content
- manages the development of new features and functionality to meet the requirements of business areas.

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Key responsibilities

- Plan, implement and evaluate strategic intranet services plans and improvement strategies.
- Undertake research and analysis to identify emerging trends, issues and intranet improvement initiatives and opportunities, and provide specialist communications advice and information, including preparing business cases.
- Develop strategies, mechanisms, processes and procedures that support planning, policy development and implementation and evaluation of intranet reforms and improvement strategies.
- Review, monitor and evaluate the effectiveness of intranet services, processes and strategies.
- Provide professional learning on best practice when identifying, mapping, writing and reviewing services, and communicating services content for an online environment.
- Plan, write, edit and review intranet content.
- Undertake communications and engagement requirements for intranet services and apply best practice stakeholder engagement techniques and processes to ensure user participation.
- Establish and maintain effective communication networks in order to achieve planned outcomes through collaboration and negotiation.
- Participate in working parties and advisory groups relating to intranet services, representing the team, as required.

Selection criteria

1. Demonstrated highly developed oral communication and interpersonal skills, including consultation, presentation and facilitation skills, and the ability to build effective working relationships with individuals at all levels.
2. Demonstrated highly developed conceptual and analytical skills with proven investigative skills and ability to interpret data and identify innovative solutions.
3. Demonstrated highly developed skills and experience in writing communications for a range of purposes and audiences, with a particular focus on online environments.
4. Demonstrated highly developed project management skills and ability to contribute to team processes and outcomes in a fast-paced, creative and dynamic environment.

Eligibility and training requirements

Employees will be required to:

- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment
- 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 11 August 2020
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