



Job Description Form

Communications Officer - Level 6 (DPCT3243)

21 April 2021

Division

Infrastructure, Economy and Recovery

Branch/Section

Collie Delivery Unit

Reports to

Manager, Collie Delivery Unit

Supervises

Nil

Operational Context:

The Collie Delivery Unit (CDU) sits within the Infrastructure and the Regions Directorate. It drives, leads and coordinates initiatives and efforts across the WA Government's to support the town of Collie as it transitions from its reliance on the coal industry and diversifies its economy. The CDU's approach is driven by the internationally-recognised "Just Transition" framework, and includes close engagement with the Collie community and key stakeholders such as state government agencies, local government, employers, industry and unions as part of its work.

The importance and focus of the CDU's work has increased with the June 2022 announcement that state-owned power stations at Collie will be retired by 2030.

Effective communication and engagement with key stakeholders, including affected workers and the Collie community itself, are critical to the success of the transition process.

Role Overview:

Effective communication and engagement with stakeholders will play an integral role in the CDU's activities. The success of the Just Transition process requires all stakeholders to have awareness, understanding, engagement, and participation in the activities supporting Collie's diversification.

To support this, the Communications Officer develops and implements communication strategies and activities for the CDU for different audiences, purposes and channels. They also play a key role coordinating and supporting the communications efforts of other stakeholders; including WA Government agencies and other Just Transition partners.

Role Responsibilities:**Communications**

- Manages and contributes to the conceptual and content development of communications materials, including reports, brochures, case studies, fact sheets, responses to media inquiries, media statements, speeches and online content, often within tight deadlines.
- Builds and maintains strong relationships with internal and external stakeholders, and provides advice and consultancy to senior management and staff on developing and implementing communications plans and initiatives.
- Develops and implements communications strategies and plans to communicate the strategic intent of the Collie Delivery Unit's activities for different audiences, purposes and channels, and monitors effectiveness.
- Monitors the daily media, identifies media issues and provides analysis.
- Supports the Manager in media liaison and communication advice to the Minister's office.

Other

- Maintains knowledge and understanding of global trends and emerging developments in communication services best practices in social media, multi-media and evaluating the impact of communication activities.
- Provides guidance and support for events management.
- Performs other duties as directed.

Corporate Responsibilities:

- Contributes to the achievement of corporate objectives by ensuring that stakeholders are dealt with in a professional and timely manner.
- Works within corporate policies and procedures, acts with integrity and demonstrates ethical behaviours aligned with the Department Code of Conduct.
- Performs other duties as directed.
- Takes reasonable care to protect your own safety and health at work, and that of others by co-operating with the safety and health policies and procedures of the Department and complying with all provisions of the Occupational Safety and Health Act 1984.

Role Specific Requirements and Capabilities

(The experience, qualifications and behaviours required to fulfil the role)

Essential

- Ability to work autonomously, with a high degree of initiative and flexibility, and manage competing deadlines while producing high quality work.
- Demonstrated high level interpersonal and communications skills, including proven ability to build and maintain strategic stakeholder relationships, and influence and negotiate at senior levels on strategic communications initiatives.
- Proven knowledge and experience in developing and implementing strategic communications plans and initiatives.
- Strong written communication skills and proven knowledge and experience in content development and editorial production for different audiences, purposes and communications channels.
- Demonstrated conceptual and analytical skills, with the ability to evaluate information and provide solutions to problems.

Desirable

- A relevant tertiary qualification or equivalent experience in communications, media, or public relations.
- Knowledge of social and digital media communications.
- Experience in a regional environment.

Special Requirements

- There is a preference for this role to be based in the Collie Delivery Unit's office in Collie.
- If based in Perth, regular travel between Perth and Collie will be required.

Pre-Employment Requirements

To be eligible for permanent appointment to the Department, employees must be eligible to live and work in Australia indefinitely. Employees engaged on fixed term appointments require a valid work visa for the duration of the entire employment contract.

Appointment is subject to:

- 100-point identification check; and
- National Criminal Record Screening Clearance

Certification

DDG Signature:

People Services:

Date:

Date: