



Digital Coordinator Public Relations and Marketing

Position number	00041673
Agreement	Public Sector CSA Agreement 2019 (or as replaced)
Classification	Level 6
Reports to	Principal Public Relations Coordinator - Digital (Level 7)
Direct reports	Nil

Context

Public Relations and Marketing provides a range of services to all sections of the Department:

- 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 public education.

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

Key responsibilities

- Undertake communications and engagement requirements for the Department's public website and online content, and applies best practice stakeholder engagement techniques and processes.
- Plan, implement and evaluate elements of the Department's public website and other Department digital assets as required; and provide specialist advice and support to business areas.
- Create, curate and edit website and online content.
- Provide information on the effective use of the systems, manage technical issues and provide advice on enhancements and fixes to business areas and suppliers in maintaining the websites.
- Develop strategies and procedures to support the accuracy and improvement of online content.

- Establish and maintain effective communication networks in order to achieve planned outcomes through collaboration and negotiation.

Selection criteria

1. Demonstrated knowledge of and experience with developing websites, including user journey mapping, user experience and delivering effective content.
2. Demonstrated highly developed conceptual and analytical skills with proven investigative skills and ability to interpret data and provide innovative thinking in developing and implementing projects.
3. Demonstrated highly developed oral communication and interpersonal skills, including consultation, presentation and facilitation skills, and the ability to liaise effectively with individuals at all levels.
4. Demonstrated highly developed written communication skills, including experience in writing for online and preparation of project proposals and plans.
5. Demonstrated highly developed project management skills, including project planning, implementation, monitoring and evaluation.

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 10 September 2021
Reference D21/0509574