

**DEPARTMENT OF EDUCATION – COMMUNICATIONS JOB DESCRIPTION FRAMEWORK
(KEY RESPONSIBILITIES AND CRITERIA)**

POSITION	Project Support Officer, Level 3	Communications Officer, Level 4	Communications Consultant, Level 5	Senior Consultant Communications, Level 6
COVERING ROLES	Project Support Officer – Strategy and Governance Project Support Officer – Campaigns and Projects	Communications Officer – Strategy and Governance Communications Officer – Campaigns and Projects Media Relations Officer Communications Officer - Digital Content	Communications Consultant – Campaigns and Projects Communications Consultant – Digital Content	Senior Consultant Communications – Campaigns and Projects Senior Consultant Communications – Media Relations
	Support delivery of communication activity and developing their career and key skills.	Delivering communication activity and developing their career and key skills.	Responsibility for communication programs and projects.	Responsibility for managing communication strategies, projects and teams
KEY RESPONSIBILITIES	<ul style="list-style-type: none"> • Supports delivery of communication projects/programs. • Works collaboratively across the directorate to support delivery of cross functional projects. • Provides research and analysis support to inform decisions or recommendations. • Supports project planning, project management, delivery and contracts to deliver communication projects/activity outcomes. • Establishes and maintains effective relationships with internal and external stakeholders. • Uses existing sources of insight (including previous communication activity) to understand overall context for communication and audience influences/influencers. • Demonstrate an understanding of the communication objectives and how these support the overall objectives. • Provides communications advice and support to simple/low level requests • Prepares a range of communication materials. 	<ul style="list-style-type: none"> • Coordinates the delivery of communication projects/programs. • Works collaboratively across the directorate to support delivery of cross functional projects. • Undertake appropriate research and analysis to support decisions or recommendations. • Undertakes project planning, project management, delivery and contracts to deliver communication projects/activity outcomes. • Establishes and maintains effective relationships with internal and external stakeholders. • Reviews existing sources of insight (including previous communication activity) to understand overall context for communication and audience influences/influencers. • Demonstrate an understanding of the communication objectives and how these support the overall objectives. • Provides sound communications advice to simple/low level requests • Prepares a range of communication materials. 	<ul style="list-style-type: none"> • Coordinates communication projects/activity including design, development, analysis and evaluation of communication projects/programs. • Works collaboratively across the directorate to deliver cross functional projects. • Undertakes research and provides recommendations to support the development of innovative communication projects/programs. • Actively encourages ideas from a range of sources and stakeholders and use these to inform thinking. Builds and maintains professional relationships with internal and external stakeholders. • Uses insight to identify target audiences and partners, support decision making and help inform the overall communication approach. • Provides sound communications advice to internal and external stakeholders. • Prepares a wide range of communication materials. 	<ul style="list-style-type: none"> • Delivers communication/media strategies and campaign plans including design, development, analysis and evaluation • Ensure teams work collaboratively across the directorate to delivery cross functional projects. • Undertakes complex research and provides recommendations to support the development of innovative, evidence-based communication projects/programs and outcomes. • Brings together views and perspectives of stakeholders to gain a wider picture of the landscape surrounding communication activities. • Deploys resources, ensures delivery integration and outcomes consistent with the department’s agenda. • Prepares wide range of communication materials including Ministerial correspondence, speech notes, reports and general communication correspondence. • Analyses and reviews complex issues, identifying emerging issues, developing evidence-based options, and recommended solutions to resolve problems and mitigate risks.

POSITION	Project Support Officer, Level 3	Communications Officer, Level 4	Communications Consultant, Level 5	Senior Consultant Communications, Level 6
	<ul style="list-style-type: none"> • Provides support to/and participates in working groups/teams to support communication projects development, delivery and evaluation. • Maintains an awareness and understanding of trends, issues and priorities impacting the department. • Ensures effective sharing of information and skills, supporting collaboration, communication and connection across the team and directorate. • Supports use of Education brand and style guides across the department. 	<ul style="list-style-type: none"> • Participates in working groups/teams to support communication projects development, delivery and evaluation. • Maintains an awareness and understanding of trends, issues and priorities impacting the department. • Ensures effective sharing of information and skills, supporting collaboration, communication and connection across the team and directorate. • Supports training on Education brand and style guides across the department. 	<ul style="list-style-type: none"> • Participates in working groups/teams to support communication project development, delivery and evaluation. • Maintains awareness and understanding of trends, issues and priorities impacting the department. • Ensures effective sharing of information and skills, supporting collaboration, communication and connection across the team and directorate. • Supports training on Education brand and style guides across the department. 	<ul style="list-style-type: none"> • Provides high level communication advice. • Builds and maintains professional relationships with internal and external stakeholders. • Represents the department at working groups/teams to support communication projects. • Maintains awareness and understanding of emerging trends and issues and ensures effective sharing of information and skills, supporting collaboration, communication and connection across the team and directorate. • Delivers training on Education brand and style guides across the department. • Takes responsibility for the management of allocated team members.

SELECTION CRITERIA	SELECTION CRITERIA, Level 3	SELECTION CRITERIA, Level 4	SELECTION CRITERIA, Level 5	SELECTION CRITERIA, Level 6
Job Specific Experience	<ul style="list-style-type: none"> • Demonstrated experience providing administration and project support ideally in a communications environment. 	<ul style="list-style-type: none"> • Demonstrated experience and understanding of communications/media/digital communications. • Demonstrated writing skills. 	<ul style="list-style-type: none"> • Demonstrated experience in communications/media/digital communications, including formulation, implementation, and evaluation of communications/media/digital communications projects, plans and programs. • Demonstrated well developed writing skills. 	<ul style="list-style-type: none"> • Demonstrated experience in communications/media/digital communications, including formulation, implementation, and evaluation of communications/media/digital communications projects and programs, including analysis and reporting on performance. • Highly developed writing skills.
Project Management	<ul style="list-style-type: none"> • Demonstrated knowledge of administrative/project support with the ability to prioritise work and deliver agreed outcomes. 	<ul style="list-style-type: none"> • Experience managing straightforward projects, or components of larger projects, with the ability to prioritise work and deliver agreed outcomes. 	<ul style="list-style-type: none"> • Considerable experience managing straightforward projects, or components of larger projects, with the ability to prioritise work and deliver agreed outcomes. 	<ul style="list-style-type: none"> • Experience managing large or complex projects, or components of larger projects, including the ability to manage performance to deliver agreed outcomes within specified timeframes.
Communication / Stakeholder Engagement	<ul style="list-style-type: none"> • Sound interpersonal and communication skills, including the ability to liaise effectively with stakeholders. • Proficient writing skills and attention to detail. 	<ul style="list-style-type: none"> • Sound interpersonal and communication skills, with the ability to build and maintain stakeholder relationships in a dynamic environment. 	<ul style="list-style-type: none"> • Well-developed interpersonal and communication skills, with the ability to build and maintain stakeholder relationships in a dynamic environment. 	<ul style="list-style-type: none"> • Highly developed interpersonal and communication skills, with the ability to build and maintain stakeholder relationships in a dynamic environment.
Critical thinking / Problem solving	<ul style="list-style-type: none"> • Sound conceptual, analytical and problem-solving skills, with the ability to develop innovative solutions and provide evidence-based recommendations. 	<ul style="list-style-type: none"> • Well-developed research, analytical and problem-solving skills, with the ability to develop innovative solutions and provide evidence-based recommendations. 	<ul style="list-style-type: none"> • Well-developed research, analytical and problem-solving skills with the ability to develop innovative solutions and provide recommendations to complex problems aligned to strategic direction. 	<ul style="list-style-type: none"> • Highly developed research, analytical and problem-solving skills with the ability to develop innovative solutions to complex problems aligned to strategic direction.
Leadership / Teamwork	<ul style="list-style-type: none"> • Demonstrated ability to work collaboratively and contribute to the achievement of team outcomes. 	<ul style="list-style-type: none"> • Proven ability to work collaboratively and contribute to the achievement of team outcomes. 	<ul style="list-style-type: none"> • Proven ability to work collaboratively, contribute to the achievement of team outcomes and share expertise. 	<ul style="list-style-type: none"> • Proven ability to work collaboratively, mentor and develop others.

*Red text above refers to the Covering Role or Roles you are applying for. Applicants are welcome to refer to multiple areas in their response.