

## Strategy, Stakeholder Engagement and Media

The Strategy, Stakeholder Engagement and Media team are responsible for the overarching communication strategy and governance, and manage stakeholder engagement, business and media services for the Communications directorate, including:

### Strategy and Governance

- Setting strategy, standards and processes for the directorate
- Stakeholder Engagement and relationship management
- Communications planning and policy
- Maintains “project management office” within Communications to ensure projects are established and delivered using the project governance framework, including planning and regular reporting.
- Priority setting, performance monitoring and measurement
- Executive/business support and corporate reporting

### Stakeholder Engagement

- Manage and influence stakeholder engagement and media activities, and consistent support to internal stakeholders.
- Manages brokerage of Communications services using business partnering model and project matrix structure.
- Strategic relationship management with directorates across the education department, the office of the Director General and Minister’s office.
- Brand and messaging, speeches
- Engagement with directorates about their strategy, plans and products

### Media Relations

- Media Strategy, policy and advice
- Managing both media responses to incidents or contentious issues and creating proactive stories
- Media monitoring and training
- Measurement of outcomes

The Branch understands and is connected to the activities and initiatives across the department to contribute early, influence and educate to deliver outcomes that meet the needs of the business unit and directorate. The Branch ensures all activities are designed to enhance the brand, image and reputation of the Department and promote Western Australian Government initiatives in education.

## Campaigns and Projects

The Campaigns and Projects team are the campaign strategists, and creative and implementation experts within Communications. The team provide high level corporate communications, public relations and marketing strategies and services for the department, including:

- Planning and delivering communication projects, products, campaigns and events
- Brand Management
- Product, campaign and events policy and advice
- High level public relations and marketing advice to schools
- Research of best practice to bring about behaviour change

The Campaigns and Projects team work collaboratively across the entire department in the delivery of projects, campaigns and events to deliver outcomes that meet the needs of the business unit and directorate. The Branch ensures all activities are designed to enhance the brand, image and reputation of the Department and promote Western Australian Government

initiatives in education. The expertise in this branch works with Minister's office to deliver campaigns. This area drives creativity and innovation working alongside their directorate colleagues.

### **Digital Content**

The Digital Content team are the digital communication experts within Communications. The team manage all digital communications including:

- Digital, intranet and social media
- Digital strategy, policy and advice
- Online asset management (internal and external)
- Internal communications and digital publishing
- Social media management and monitoring
- Digital specialist advice and training in social media, content, writing and digital
- Performance analytics

The Digital Content team manage the department's websites, intranet and social media presence and digital tools. The team is also responsible for; the department's public facing websites, Ikon, accessibility, management of the Education Resources site, digital forms, social media, podcasts and internal communications strategies. Working with other units to ensure alignment of key messages, timing of publishing of announcements and campaigns and works across the Department to provide digital specialist advice and training.

The Digital Content team works collaboratively in the delivery of digital communication outcomes that meet the needs of the business unit and directorate. The Branch ensures all activities are designed to enhance the brand, image and reputation of the Department and promote Western Australian Government initiatives in education.