



Business Coordinator Communications

Position number	00043020
Agreement	Public Sector CSA Agreement 2021 (or as replaced).
Classification	Level 4
Reports to	Manager Strategy, Stakeholder Engagement and Media (Level 8)
Direct reports	Nil

Context

The Communications directorate works to ensure all our activities enhance the image and reputation of the Department and promote Western Australian Government initiatives in education. We do this by providing a range of services to all areas of the Department including:

- internal and external communications
- communications campaigns and strategies
- brand management
- strategic communications advice
- media strategy and management, stakeholder engagement and relationship management
- public relations and marketing activities for a wide range of programs and audiences.

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

- manage 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.

Visit education.wa.edu.au to find out more information about the Department of Education.

Key responsibilities

- Provide support to Managers across the directorate in coordinating human resource activities and operations (such as recruitment, onboarding and professional development) in accordance with policies and procedures.
- Assist in the coordination and monitoring funding and resource agreements across the directorate.
- Assist in the negotiation, management and monitoring of procurement contracts, preparing funding submissions and evaluating tenders and contracts.
- Provide input to financial planning and budgeting by undertaking financial analysis and reporting
- Undertake financial and administrative aspects of the directorate, including identifying procurement needs and arranging the purchase of assets, good and services in accordance with policy and procedures.
- Manage the directorate asset register, including audits, installation, maintenance and disposal.
- Undertake research and provide high-level support to directorate projects and activities, including developing business cases and project implementation plans and reviewing and evaluating results.
- Collaborate with directorate staff to ensure project management methodology is followed and the record management systems are operated effectively.
- Develop and implement human resources, financial and related administrative and information process and provide effective training to staff.
- Establish and maintain effective relationships with internal and external stakeholders.
- Participate in working groups/teams to support communication projects development, delivery and evaluation.
- Maintain an awareness and understanding of trends, issues and priorities impacting the department.
- Ensure effective sharing of information and skills, supporting collaboration, communication and connection across the team and directorate.
- Support training on Education brand and style guides across the department.

Selection criteria

Job Specific

Demonstrated experience coordinating finance and administration services.

Demonstrated strong financial management skills, including financial and data analysis, interpretation, planning and reporting.

Demonstrated strong human resource management knowledge and skills.

Communication/Stakeholder Engagement

Sound interpersonal and communication skills, with the ability to build and maintain stakeholder relationships in a dynamic environment.

Critical thinking / Problem solving

Well-developed research, analytical and problem-solving skills, with the ability to develop innovative solutions and provide evidence-based recommendations.

Team

Proven ability to work collaboratively and contribute to the achievement of team outcomes.

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 3 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 6 months of appointment
- complete the Department's Aboriginal and Torres Strait Islander cultural awareness online course within 3 months of commencement.

Certification

The details contained in this document are an accurate statement of the responsibilities and other requirements of the position.

ENDORSED

Date 26 October 2022

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