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| <b>JOB TITLE:</b><br>Marketing and Communications Officer | <b>POSITION NUMBER:</b><br>JTS21054 | <b>CLASSIFICATION:</b><br>Level 5 |
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| <b>AWARD</b><br>Public Sector CSA Agreement | <b>POSITION TYPE</b><br>Contract Full Time |
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| <b>GROUP</b><br>Strategy and International Engagement | <b>BRANCH</b><br>Strategic Policy |
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| <b>POSITION REPORTS TO</b><br>JTS20090 - Senior Marketing Officer (International Education) | <b>POSITIONS REPORTING TO THIS POSITION</b><br>Nil |
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**PURPOSE OF POSITION**  
The Marketing and Communications Officer (International Education) supports the offshore marketing of Western Australia's international education sector, including developing and delivering marketing activities in key international markets.

**CORPORATE CONTEXT**  
The Department of Jobs, Tourism, Science and Innovation is Western Australia's lead agency for economic development, international trade and investment, and tourism. It also leads the promotion and development of the defence, international education, science and innovation sectors in Western Australia. For further information please visit our website at [www.wa.gov.au/JTSI](http://www.wa.gov.au/JTSI)

**GROUP CONTEXT**  
The Strategy and International Engagement group provides strategic policy advice on state development issues, leads initiatives for significant investment in large and complex projects in Western Australia, supports a network of international offices to promote Western Australia and its industries and encourages strategic investment and trade opportunities.

**OPERATIONAL CONTEXT**  
The Strategic Policy Division is responsible for leading and influencing policy and reform agendas that impact trade and investment conditions, economic diversification and industry development. The Division also provides strategic policy advice, including economic analysis, and promotes collaboration across a wide range of existing and emerging industry and state projects, and whole of government policy issues.



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## ROLE SPECIFIC RESPONSIBILITIES

- Contribute to the design and development of international education sector marketing and promotion strategies and activities.
- Contributes to the development of communication plans and content that supports international education marketing and business development activities.
- Deliver marketing projects and campaigns from initiation to implementation, through to tracking and analysis of results.
- Draft project plans, timelines, internal briefs, tracking budgets and processing documents.
- Prepares clear briefing notes, speeches and advice for matters related to marketing and communications.
- Build and maintain strong, positive relationships across the organisation as well as with stakeholders, including StudyPerth, education providers, and media and creative agencies.
- Assist in the management of contracts with third-party suppliers, ensuring sound governance, service delivery and budget management.
- Contributes to an optimistic, collaborative, open-minded team environment.
- Other duties as required.

## CORPORATE RESPONSIBILITIES

- Demonstrates effective leadership and integrity by complying with the Departmental Code of Conduct and all Policies and Procedures.

## JOB REQUIREMENTS

### Essential

- Demonstrated experience in the development, implementation and evaluation of integrated marketing and/or communications strategies and campaigns.
- Highly developed writing, communication and presentation skills.

### Desirable

- Knowledge of the international education sector in Western Australia.

## CAPABILITIES

- Establishes and maintains collaborative and cooperative relationships with a broad range of internal and external stakeholders.
- Analyses information and research focused on work objectives.
- Establishes priorities and targets for own work and takes responsibility for task completion, across a number of concurrent projects.
- Takes responsibility for actions and decisions, and delivers to a high standard.
- Prepares and presents messages clearly, confidently, and adjusts to the audience.



# Job description form

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| <b>PRE-SCREENING OR OTHER ELIGIBILITY REQUIREMENTS</b> | Not Applicable           |
| <b>JOB LOCATION</b>                                    | 1 William Street - Perth |
| <b>ACCOMMODATION AND/OR SPECIAL ALLOWANCES</b>         | Not Applicable           |

**Approved Date**  
14-NOV-2022