



## Director, Communications

<b>Position number</b>	00025198
<b>Agreement</b>	Public Sector CSA Agreement 2021 or as replaced
<b>Classification</b>	Level 9
<b>Reports to</b>	Director General (Special Division Band 1)
<b>Direct reports</b>	Manager Communications - Campaigns and Projects (Level 8) Manager Communications - Digital Content (Level 8) Manager Communications - Strategy Stakeholder Engagement and Media (Level 8) Principal Consultant Communications – Corporate Communications (Level 7) Communications Support Officer (Level 2) Trainee (Level 1)

### Context

The Department of Education's strategic directions outline the commitment for every child from Kindergarten to Year 12 to have access to high quality education underpinned by excellence in teaching and quality leadership. This is an education that sets clear aspirations for every student, and provides every student with a pathway to a successful future, so that they are well prepared to take the next step beyond school into further education, training or work.

Led by the Director, Communications, the 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.

Visit [education.wa.edu.au](http://education.wa.edu.au) to find out more information about the Department of Education.

### Key responsibilities

The Director, Communications provides strategic communications and media advice to the Director General and Corporate Executive. The Director is responsible for leading and

managing the resources and functions of the Communication directorate including strategy, stakeholder engagement and media, campaigns and projects, and digital content.

### **Leadership and Strategic Management**

- Lead and manage the directorate in the development, implementation and evaluation of integrated communications and marketing policies, plans and strategies that support the delivery of business outcomes aligned with Department and Government priorities and objectives.
- Provide strategic advice to the Director General and Corporate Executive on effective proactive and reactive media management, including critical incidents and major issues impacting the Department.
- Provide effective communications and marketing advice for informed decision-making by the Director General, Minister, Corporate Executive and other Department officers.
- Lead and manage the design, delivery, coordination and evaluation of events major projects and functions for the Department, Minister and Premier and the wider education projects.
- Coordinate and provide high-level input into cross-sector multi-faceted communication strategies.
- Provide high-level advice and feedback on emerging communications and marketing trends and issues in relation to service delivery and support.
- Work collaboratively with other leadership teams within the Department to achieve Department objectives.
- Oversee the establishment, management and monitoring of contract arrangements with external providers to meet specified contractual outcomes.
- Promote and support cultural responsiveness reflecting expectations in the Aboriginal Cultural Standards Framework.
- Maintain, promote and model ethical practice and appropriate standards of conduct and behaviour that align with the values of the Department's Code of Conduct: integrity, equity, voice, truth-telling, teamwork, care and learning.

### **Accountability and Quality Assurance**

- Contribute to the development and maintenance of the Department's accountability framework, with particular reference to corporate communications and marketing.
- Provide a consultancy service to Department staff through the provision of supply market intelligence, analytical and advisory services.
- Develop and implement a culture of continuous improvement within the directorate to ensure best practice.
- Direct and conduct reviews for improvements and for compliance with corporate governance and relevant legislation.

### **People Management**

- High-level management is provided in developing and maintaining strategic working relationships with internal and external stakeholders to achieve effective information exchange and stakeholder engagement.
- High-level consultancy services are provided to internal stakeholders on the development and implementation of marketing, communications and media strategies and plans.
- Establish and maintain effective partnerships, networks and forums with key internal and external stakeholders at state and national levels.
- Adhere to the principles of equity and equal employment opportunity at all times.
- Oversee effective processes for employment within the directorate.
- Establish a leave management plan and manages employees' leave entitlements for directorate staff in accordance with applicable industrial instruments and Department policy.
- Implement performance management, fosters ongoing professional development and ensures opportunities are provided which maximise staff capabilities to deliver high quality outcomes.

## **Policy Development and Implementation**

- Lead the development, integration and alignment of strategic policy and planning related to corporate communications and marketing.
- Actively lead and participate in the development and management of communications and marketing strategies to achieve Department objectives.
- Implement Government policies and priorities for communications and marketing arrangements.
- Encourage reflection, innovation, research and policy development and implementation relating to corporate communications and marketing.
- Develop strategic linkages across the Department and with other Government agencies, and ensures appropriate strategic and coordinated responses are developed.

## **Resource Management**

- Provide high-level advice to the Director General, Minister and key portfolio stakeholders on strategic policy and planning issues in relation to providing adequate resourcing for operations and that allocations of resources are linked to identified needs of education.
- Oversee the directorate budgets to ensure expenditure is contained within required parameters and for the provision of adequate resources for operations.
- Review and make recommendations for the effective use of physical, financial and human resources to achieve key performance outcomes.

## **Community Relations**

- Actively foster links and promote engagement between Department staff and stakeholders.
- Negotiate within the Department and other agencies to advance the Department's objectives and achieve optimal outcomes.
- Respond to requests for Ministerial and other Government requirements as appropriate.

## **Selection criteria**

### **Shapes and manages strategy**

- Inspires a sense of purpose
- Focuses strategically
- Harnesses information and opportunities
- Shows judgement, intelligence and common sense

### **Achieves results**

- Builds organisational skills and responsiveness
- Marshals professional expertise
- Steers and implements change and deals with uncertainty
- Delivers intended results
- Manages financial and physical resources in a constrained environment

### **Builds productive relationships**

- Nurtures internal and external relationships
- Facilitates cooperation and partnerships
- Values individual differences and diversity
- Guides, coaches and develops people

### **Exemplifies personal integrity and self-awareness**

- Demonstrates public service professionalism and probity
- Engages with risk and shows personal courage
- Commits to action
- Displays resilience
- Demonstrates self-awareness and a commitment to personal development

### **Communicates and influences effectively**

- Communicates clearly
- Listens, understands and adapts to audience
- Negotiates persuasively.

## Eligibility and training requirements

Employees will be required to:

- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment
- obtain or hold a current Working with Children Check
- complete the Department's induction program within 3 months of commencement
- complete any training specific to this role required by Department 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.

## DIRECTOR GENERAL

Signature \_\_\_\_\_

Date \_\_\_\_\_