

Job Description Form



Campaign Manager - Level 7 (DPC23028)

01 July 2023

Division/Directorate

Intergovernmental Relations and COVID-19

Branch/Section

Strategic Communications Unit

Reports to

Deputy Director

Supervises

1 – 2 FTE

Operational Context:

The Department of the Premier and Cabinet (DPC) supports the Premier as head of the Western Australian Government. The Department is a central agency that leads the public sector in providing advice and support to the Premier and Cabinet in their service of the Western Australian community.

The Strategic Communications Unit (SCU) provides a whole-of-government strategic communications service.

The SCU develops, delivers, and advises on government advertising campaigns and communications projects related to key government priorities. The SCU operates across five streams of work: campaigns (paid advertising), digital communications (web and social), strategic communications (stakeholder engagement and issues management), design, as well as governance and administration.

This unit operates in a fast-paced, flexible, and responsive environment that adapts to rapid changes whilst dealing with competing deadlines.

Role Overview:

The Campaign Manager provides strategic advice and support to the Director, Deputy Directors, WA Government departments and agencies, and other internal and external stakeholders. This role works with public sector agencies to develop government advertising campaigns related to key government priorities. The role leads the campaigns team to develop, deliver and evaluate high profile and complex marketing campaigns, often simultaneously. The Campaign Manager regularly engages with, and manages external creative, media buying and market research agencies.

Role Responsibilities:**Strategic Management**

- Formulates the campaign team's objectives, targets, resource plans and processes to achieve objectives.
- Evaluates performance of staff functions, identifying and implementing continuous improvement activities.
- Directs and manages competing priorities in a dynamic environment and manages prompt changes in priorities.
- Provides high-level advice to the Directors on governance and compliance, identifying any risks and taking appropriate action to resolve them.
- Practices and leads the campaigns team to deliver good governance in all activities.

Project Management

- Manages the campaigns team to plan and execute international, national and state-wide advertising campaigns, ensuring adherence to the approval methodology and compliance with governance requirements.
- Monitors project progress, adjusts plans as required, sets milestones and performance standards for the team to achieve results.
- Leads the campaigns team to deliver research and advice utilising a range of research methodologies, including quantitative and qualitative research and analysis, desktop research, and understanding of best practice or market trends to deliver effective campaigns.

- Leads the campaigns team to develop research briefs as required to support evidence-based responses to project requirements and media strategies for large-scale projects.
- Leads the campaigns team to develop, regularly measure, and report on key evaluation metrics for each project, ensuring projects are adapted to reflect findings.
- Manages external suppliers and contracts, monitoring supplier performance and expenditure.

Stakeholder management

- Builds and maintains positive relationships with key stakeholders in government, industry peak bodies, community organisations, and external creative, media buying and market research agencies.
- Liaises with senior internal and external stakeholders to develop campaign briefs, seek feedback from subject matter experts, and report on campaign results.

Other duties as required.

Corporate Responsibilities:

- Contributes to the achievement of corporate objectives by ensuring that stakeholders are dealt with in a professional and timely manner.
- Works within corporate policies and procedures, acts with integrity and demonstrates ethical behaviours aligned with the Department Code of Conduct.
- Performs other duties as directed.
- Takes reasonable care to protect your own safety and health at work, and that of others by co-operating with the safety and health policies and procedures of the Department and complying with all provisions of the *Work Health and Safety Act 2020*.

Role Specific Requirements and Capabilities

Essential Selection Criteria

- Extensive experience in a senior marketing, advertising, or similar role managing large-scale campaigns.
- Experience in managing suppliers and contracts, including evaluating services.
- Demonstrated project management experience in the development, implementation, coordination and evaluation of communications strategies, including leading project teams, managing project budgets, monitoring progress, and taking necessary actions to achieve timely results.
- Demonstrated stakeholder engagement experience with Government stakeholders, industry stakeholders, and/or culturally and linguistically diverse and Aboriginal communities.
- High-level verbal and written communication skills, with experience in writing briefing notes, talking points, scripts, articles, and storyboards.

Desirable Selection Criteria

- Tertiary qualifications in Marketing, Communications, or a relevant degree
- Detailed understanding of the WA Government Campaign Advertising Policy and Guidelines
- Detailed understanding of WA Government Procurement Rules.

Pre-Employment Requirements

To be eligible for permanent appointment to the Department, employees must be eligible to live and work in Australia indefinitely. Employees engaged on fixed term appointments require a valid work visa for the duration of the entire employment contract.

Appointment is subject to:

- 100-point identification check; and
- Criminal Records Screening Clearance

Certification

Director Signature:

People Services:

Date:

Date: