

Job Description Form

Deputy Campaign Manager - Level 6 (DPC23031)

Division/Directorate

Intergovernmental Relations and COVID-19

Reports to

Campaign Manager

Branch/Section

Strategic Communications Unit

Supervises

1 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 Deputy Campaign Manager works closely with the Campaign Manager to plan and evaluate high profile and complex marketing campaigns, working with internal and external stakeholders to develop campaigns that meet government strategic objectives. The role manages the delivery of services by creative, media buying and market research agencies, supporting the Campaign Manager in development and execution of campaign strategy, from emergency response to strategic initiatives, often simultaneously.

Role Responsibilities:**Strategic Management**

- Works with the Campaign Manager to formulate campaign team's objectives, targets, resource plans and processes to achieve campaign or project objectives.
- Leads team member/s to deliver strategic paid communications to suit a range of audiences across multiple channels.
- Works with the Campaign Manager and Directors to evaluate 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 as required.
- Practices and leads project teams to deliver good governance in all activities.

Project Management

- Leads team members 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 project team to achieve results.
- Delivers 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.

- Develops research briefs as required to support evidence-based responses to project requirements and media strategies for large-scale projects.
- Develops, regularly measures, and reports 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

- Build 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 with respect to the scope of the position.
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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

- Experience in a marketing, advertising, or similar role managing large-scale campaigns.
- 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.
- Develop and manage positive relationships with internal and external stakeholders including but not limited to Government stakeholders, industry stakeholders, and/or culturally and linguistically diverse and Aboriginal communities.
- High-level verbal and written communication skills, with experience in writing a wide range of communication materials and briefing notes.

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.
- Experience in managing suppliers and contract, including evaluating services.

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

DDG Signature:

People Services:

Date:

Date: