



Manager Media, Communications & Engagement

Level 7

Role Statement

This position manages and leads of a small and dynamic team that coordinates media activity; community engagement activities (including events management) and communication (including managing four social media platforms) for the Commissioner for Children and Young People to ensure the activities of the Commissioner are widely received and understood across government and non-government organisations, industry and the community, including children and young people.

This involves providing considered, strategic advice and services to the Commissioner and Corporate Executive and working closely with colleagues to develop and deliver a range of communication strategies and support to enhance communication of the office with children and young people and their stakeholders.

Responsibilities

Actively engages in, and leads a team that, a team that undertakes considered media, communications and engagement activities that reflect the independence of the Commissioner's role and focuses on the long-term goals of the office including but not limited to:

Communication

- Strategic management of the corporate communications functions for the Commissioner's office including coordination of key internal and stakeholder communications, public consultations, sponsorships and social media.
- Preparing complex written material including speeches, presentations, media information, web and social media content, and correspondence.
- Leading the development of a comprehensive Stakeholder Engagement Strategy, including managing stakeholder information and stakeholder lists.
- Oversight of the corporate sponsorship agreements including assessment and evaluation

Publications

- Drafting and editing reports and publications including annual reports, research and events reports
- Production of resources for CCYP activities including resources suitable for children and young people.
- Liaising with graphic designers and printers on report publication.

Media support

- Developing media statements and opinion pieces for the Commissioner to build proactive media opportunities across the portfolio

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- Engaging with the Media in relation to requests for interviews and developing responses to media queries

Website and Social Media

- Contributing to the strategic development of the CCYP website.
- Overseeing the development and implementation of the CCYP website content.
- Leading the development and implementation of a comprehensive social media strategy and content for social media , appropriate to the relevant audiences

Staff management and working relationships

- Leading a small team in accordance with contemporary human resources practices and standards, ensuring that they are motivated and appropriately trained in the delivery of services.
- Proactively ensuring that productive and cooperative relationships are established with members of the Commissioner's team and external stakeholders to ensure effective stakeholder relations.

Events

- Leading the team in Events Planning and Management
- Leading the preparation of an Events Strategy and Calendar
- Leading the team in managing the Commissioner's Listening Tour preparations and attendance

Corporate Responsibilities:

- Ensuring that children and young people are actively involved (where appropriate) to guide decision making and improve outcomes of engagement activities.
- Contributing to a positive and collaborative work environment through professional and ethical behaviour.
- As part of the Corporate Executive, contribute to corporate governance including risk and policy implementation.
- Contributing to an office environment which is accessible to children and young people.

Other

- Maintains a contemporary awareness of issues affecting children and young people.
- Represents the Commissioner as required.
- Undertakes other duties as required to support the function and objectives of the CCYP.

We are committed to

The safety of children and young people

Children and young people are entitled to live in a caring and nurturing environment and to be protected from harm and exploitation. Children and young people should be safe, feel safe and be respected wherever they are. The Commissioner for Children and Young People prioritises the safety and wellbeing of children and young people in all work of the office and in our work with other organisations.

We have an ongoing cycle of assessment, action and reflection in place and regularly review, update and refine policies and practices to assess their effectiveness and strive for excellence. We involve children and young people and their families in developing and reviewing our work.

Diversity

The Commissioner for Children and Young People and staff recognise, value and embrace the diversity of our

Western Australian community, including our differences in culture, ethnicity, religious beliefs, sexuality, gender identity, age, abilities and life experiences. We are committed to providing an inclusive and respectful workplace for all staff.

Integrity

It is non-negotiable that the Commissioner for Children and Young People and staff act in the interest of the Western Australian community, and especially in the interests of children and young people each and every day through the decisions we make, the policies we enact and adhere to, and by the actions we take. It is our intention that our policies and procedures demonstrate how we act in an honest and transparent manner, which forms a basis for our reasoned decision-making effected without bias utilizing fair and objective processes.

Selection Criteria

Essential

1. Shapes and manages strategy

Substantial demonstrated experience in the development of communication. Media and engagement frameworks and strategies.

2. Achieves results

Demonstrated ability to successfully deliver complex, and/or large-scale communication, Media and engagement activities to agreed standards.

3. Builds productive relationships

Substantial experience in working with a range of communication, media and engagement related stakeholders and gaining agreement to actions and outcomes.

4. Exemplifies personal integrity and self-awareness

Demonstrated commitment to integrity in representing the voices of children and young people.

5. Communicates and influences effectively.

Presents confidently, clearly, concisely, accurately, targeted and timely corporate messages while focusing on key points and using an appropriate, unambiguous language.

6. Substantial experience in at least two of the following areas: communication, media and engagement.

7. An ability to rapidly gain knowledge and understanding of the contemporary issues and trends related to children and young people.

Desirable

1. Experience with responding to issues affecting children and young people.

2. A relevant tertiary qualification or commensurate relevant experience.

Reports to

Director (00036772)

Leads

3 people (1xLevel 6, 1xLevel 5 and 1xLevel 4)

Location

Boorloo (Perth, WA)

