



Senior Digital Content Copywriter

Branch:	Office of the Director General
Directorate:	Office of the Director General
Position Number:	00026877
Classification:	Level 6
Physical Location:	Perth (William Street)
Award/Agreement:	Public Service Award & Public Sector CSA Agreement 2022

Our Purpose: *Empowering a Thriving Community*

The Department of Transport (DoT) together with Main Roads WA and the Public Transport Authority forms the Transport portfolio. DoT seeks to connect people and places to keep Western Australia moving towards a safer, healthier and more sustainable future.

Our Values:

Collaboration	<i>Working together, we get things done</i>
Wellbeing	<i>Looking after ourselves and supporting others</i>
Adaptability	<i>Always open to possibilities</i>
Accountability	<i>Taking ownership, we deliver</i>

DoT promotes a diverse workforce and embraces a high standard of equal opportunity, health and safety, and ethical practice. DoT is a values-based organisation committed to empowering a thriving community. Join us and work in a role where you can bring your best self to work and leave work having been seen and heard, and able to contribute meaningfully to the communities throughout Western Australia.

Overview of Directorate

The Office of the Director General (ODG) is responsible for communications, Ministerial and Parliamentary liaison, governance, risk management, and audit within the DoT. ODG also provides executive, governance and strategic support to the Director General, DoT's Corporate Executive, the Transport Portfolio agencies and the Governance Council, as well as the Offices of the Minister for Transport; and the Minister for Ports.



Overall Purpose of the Role

- Leading and managing content related projects to support the continuous improvement of DoT's digital communication channels.
- Delivering copywriting for digital executions across a broad range of customer touchpoints for the Department with a key focus on User Experience (UX) and readability.
- Delivering innovative, data-driven and best practice copy and content.

Work Description

- Manages digital content projects, reporting and overall project delivery.
- Leads and manages content review processes to assist internal stakeholders in assimilating and applying best practice principles related to digital content.
- Leads and manages stakeholder relationships and negotiations to ensure content deliverables perform against KPIs.
- Writes, reviews and edits communications for the DoT website and other digital services, including online articles, newsletters, product information booklets, brochures, fact sheets, and support material for DoT's wide range of customers.
- Crafts digital content with considerations for Search Engine Optimisation (SEO) best practices.
- Utilises relevant tools to improve content effectiveness.
- Ensures brand message and tone of voice is consistent across all of DoT's online communication channels.
- Ensures that the DoT website content is current, accurate and effective.
- Ensures visual elements of webpages complements the written content.
- Manages and undertakes extensive research on the subject to be communicated and seeks out new ideas to better connect with DoT's audiences.
- Manages relationships with external communications service providers, other outsourced copywriters and internal and external stakeholders to ensure all communications are clear, accurate and delivered efficiently across all channels.
- Ensures content adherence to DoT's and Government's style guides and professional standards, including the World Wide Web Consortium's Web Content Accessibility Guidelines version 2.1 (WCAG 2.1) at level AA.
- Actively and positively participates in team meetings and other forums, contributing to innovative ideas and team goals.
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- Coaches and mentors other team members within the Office of the Director General and role model DoT cultural values.
- Undertakes other duties as required.



Work related requirements

The following criteria are to be applied within the context of this position, which includes alignment to the Department's values.

Criteria

ESSENTIAL:

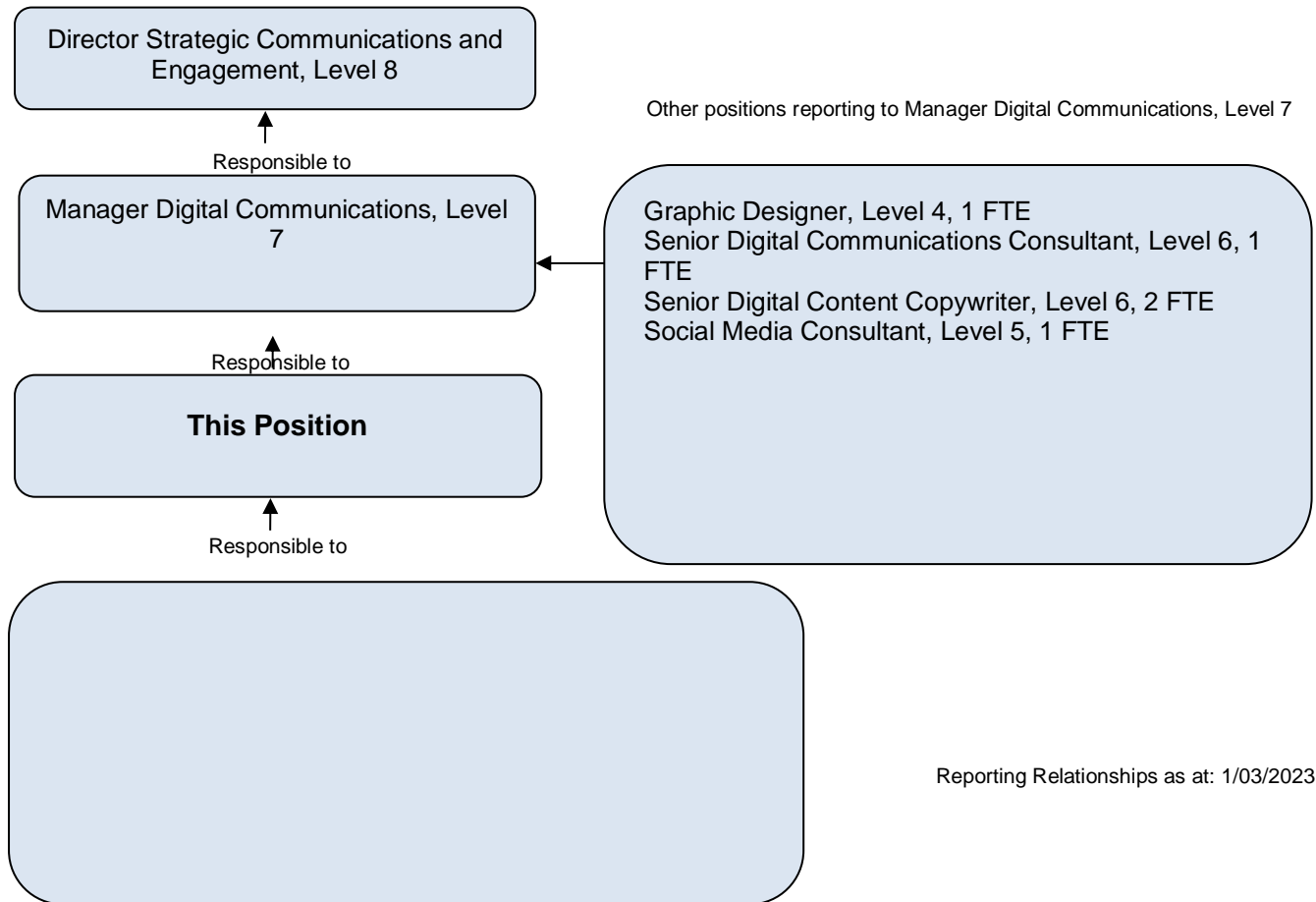
1. Demonstrated experience in leading and managing digital content projects, including the ability to work with varied stakeholders to deliver outcomes within defined timeframes.
2. Relevant experience in digital copywriting for online communication channels in a diverse organisation.
3. Highly developed writing and editing skills with strong attention to detail.
4. Highly developed interpersonal and negotiation skills, including experience in developing partnerships with a range of internal and external stakeholders to effectively deliver on digital communication projects and initiatives.
5. Strong research skills and demonstrated ability to apply innovative approaches to overcome challenges.

DESIRABLE:

1. A degree in Marketing, Communications or related field.



Reporting Relationships



Allowances/Special Conditions

A current national police clearance certificate, incorporating criminal and traffic convictions and infringements is required for this position.

Certification

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

**Executive Director
People and Culture**