



## Job Description Form

### Communications Manager - Level 7 (DPC23025)

26 February 2024

**Division/Directorate**

Intergovernmental Relations and Strategic Priorities

**Reports to**

Deputy Director

**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, internal and corporate communications services.

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

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

**Role Overview:**

The Communications Manager leads the development and delivery of whole-of-government strategic communications and stakeholder engagement plans.

The Communications Manager liaises with senior management and key stakeholders in the development of these plans, as well as provide high-level crisis communications, issues management and media advice.

This key role is responsible for working across the SCU and with stakeholders to ensure communications plans are effective and implemented in a timely manner. The Communications Manager builds and maintains relationships with key stakeholders and supports the Deputy Director as required.

**Role Responsibilities:****Strategic and Project Management**

- Develops, executes and evaluates strategic communications and stakeholder engagement plans.
- Works with project teams and stakeholders to deliver high-quality and impactful whole-of-government communications.
- Monitors project progress, adjusts plans as required, sets milestones and performance standards for project teams to achieve results.
- Evaluates and instigates continuous improvement of activities and programs.
- Identifies, develops and oversees the execution of strategic communications opportunities across Government as needed.
- Develops key messages and communications narratives for various projects.
- Writes web copy, media statements, media responses, talking points, briefing notes, memos and other materials as required.

- Coordinates the procurement and management of external agencies as required.
- Practises and leads the SCU's good governance in all activities.

#### Issues Management

- Evaluates the broader, economic, and social environment to provide strategic advice and insights to the leadership team.
- Proactively develops strategies to identify and mitigate potential risks.
- Coordinates responses to media enquiries, Parliamentary Questions and other requests as required.
- Initiates and makes recommendations through clear, succinct briefings using high-level analysis.

#### Stakeholder Management

- Identifies, builds, and maintains relationships with key internal and external stakeholders including government, industry representatives, non-government organisations, culturally and linguistically diverse communities, and Aboriginal community stakeholders.
- Maintains a database of relevant stakeholders and maps and monitors stakeholder engagement.
- Evaluates outcomes of stakeholder engagement and seeks to improve practices and processes.
- Liaises with and provides communications support to the public sector as required.

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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 DPC's 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 DPC's safety and health policies and procedures and complying with all provisions of the *Work Health and Safety Act 2020*.

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#### Role Specific Requirements and Capabilities Essential Selection Criteria

- Extensive experience in a senior strategic communications, corporate communications or media advisor role.
- 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, industry and/or culturally and linguistically diverse and Aboriginal communities.
- High-level verbal and written communication skills, with extensive experience in writing media statements, media responses, talking points, and briefing notes.

#### Desirable Selection Criteria

- Tertiary qualifications in Communications or a relevant degree.
- Experience in managing suppliers and contracts.
- Experience in crisis communications or issues management.

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#### 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


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#### Certification

Approver

Signature:

Date:

  
1/3/24

People Services:

Date: