

JOB DESCRIPTION FORM

JOB TITLE: PR Communications Media Manager	POSITION NUMBER : 16113	CLASSIFICATION: Level 7
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AWARD Public Service Award 1992 / PSGO CSA GA 2022	EMPLOYMENT TYPE Permanent, Full time
DIRECTORATE Marketing and Commercial Development	TEAM Marketing
POSITION REPORTS TO Director Marketing and Commercial Development	POSITIONS REPORTING TO THIS POSITION NIL
PURPOSE OF POSITION To support the Director with media and communications advice and is responsible for the development and implementation of successful communication, media and public relations strategies that achieve the Galleries objectives.	
CONTEXT The Art Gallery of Western Australia develops and maintains the best public art collection in the State and the world's pre-eminent collection of Western Australian art. Our purpose is to preserve, interpret, display and acquire historic and contemporary visual arts. Through our collections, programs and events, we offer visitors exciting encounters with Western Australia art, Australian Indigenous art and the art of the world. The Art Gallery of Western Australia has an established national and international reputation and brings major world exhibitions to Western Australia and takes Western Australian initiated exhibitions to the world. The Art Gallery of WA is a Statutory Authority within the Department of Local Government, Sport and Cultural Industries. The Department facilitates lively communities and the economy and the offering of outstanding and inclusive sporting and cultural experiences to local, interstate and international visitors.	

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<p>STATEMENT OF DUTIES</p> <ol style="list-style-type: none"> 1. Provides written communication support for AGWA content for a range of channels. 2. Assists with editing and enhancement of messaging of communication content. 3. Develops high quality communications across all channels, in line with brand architecture and style guide. 4. Identifies opportunities to maximise media and social media coverage to achieve Art Gallery objectives. 5. Ability to autonomously manage multiple projects and meet deadlines. 6. Monitors, plans and responds to brand reputational issues. 7. Work in a culturally responsive and context specific manner to productively and respectfully engage stakeholders. 8. Other duties as required with respect to the skills, knowledge and abilities of the employee. 	<p>COMPLIANCE AND LEGISLATIVE KNOWLEDGE</p> <p>Comply with Department’s Code of Conduct, policies and procedures and relevant appropriate legislation. Meet Work Health and Safety, Equal Opportunity and other legislative requirements in accordance with the parameters of the position. Maintain current knowledge of all developments and changes in legislative requirements that apply to the state government sector.</p> <p>SPECIAL CONDITIONS</p> <p>Current Criminal History Record Check: An acceptable National Police Certificate (police clearance), or equivalent, is an essential pre-employment requirement and must be obtained prior to commencement. Please note that a criminal record does not necessarily disqualify you for appointment. You will be given the opportunity to discuss the matter fully before a final decision is made.</p> <p>100 Point identification check</p> <p>‘Australian Permanent Residency’ status is a minimum requirement for permanent appointment to the WA Public Sector. However, for appointment on a fixed term contract or casual basis, applicants only require a valid Work Visa for the duration of the entire advertised term.</p> <p>Complete induction procedure within one month from start date with AGWA. Complete Accountable and Ethical Decision-Making within one month of commencement with AGWA.</p>
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WORK RELATED CRITERIA (SELECTION CRITERIA)

Essential

1. Demonstrated experience in planning and delivering public relations, communications, media liaison activities to promote brand awareness and achieve business objectives across a range of channels.
2. Proven experience in successfully negotiating and leading partnerships to deliver positive brand recognition and awareness.
3. Excellent written and verbal communication skills.
4. Well-developed organisational skills, including effective time management and the ability to manage multiple deadlines.
5. Demonstrated highly developed conceptual and analytical skills, with a proven ability to provide creative and lateral thinking in developing and implementing strategies.

KEY RELATIONSHIPS / INTERACTIONS

1. Director, Marketing and Commercial Development
2. Marketing Team
3. AGWA media and communications stakeholders
4. Staff in other AGWA teams, including senior management
5. External – Media channels

KEY CHALLENGES

1. Developing and managing senior level engagement with key media stakeholders.
2. Managing key and competing priorities.
3. Promotion of consistency in AGWA branding and advertising.

LOCATION Perth Cultural Centre

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Manager Signature: **Date:**/...../..... **Employee Signature:** **Date:**/...../.....