



## Job Description Form

### Principal Communications Advisor, Level 6 (DPC20011)

**Division/Directorate:** Intergovernmental Relations and Strategic Priorities **Reports to:** Deputy Director

**Branch/Section:** Strategic Communications Unit **Supervises:** 2 FTE

**Location:** Perth Metro

#### **Our vision is to lead a connected government that delivers a brighter future for Western Australians.**

The Department of the Premier and Cabinet (DPC) leads the public sector in providing whole-of-Government advice and support to the Premier and Cabinet in their service of the WA community.

Our areas of responsibility include Office of Digital Government, Intergovernmental Relations and Strategic Priorities, Aboriginal Engagement and Community Policy, Infrastructure, Economy and Environment and State Services.

Join us and work in a role where you can make a real difference to the lives of children, families, individuals and communities throughout Western Australia.

#### **Our values, *Leadership, Connection and Impact*, underpin the way we work.**

The Strategic Communications Unit (SCU) provides a whole-of-Government strategic communications service. The SCU develops, delivers and/or advises on government advertising campaigns and communications projects related to key government priorities. The SCU operates across several 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.

#### **About the Role and Responsibilities**

The Principal Communications Adviser supports the Deputy Director in providing strategic advice for communications, stakeholder engagement, events and projects. This role develops and implements internal and external communications and optimises internal communication channels to support the Department's vision, values and strategic priorities. The role delivers expert copywriting and content production for internal channels, corporate reports, publications, videos and presentations, the Department's website and social media channels (namely LinkedIn). In this work, the Principal Communications Adviser works closely with the design team to deliver high quality communications materials and products.



## **Strategic Advice and Planning**

- Supports the Deputy Director in developing, implementing and evaluating internal and external communications plans, including providing strategic advice to directorates.
- Provides strategic support for stakeholder engagement and events, including liaison with a wide range of stakeholders, working to enhance the Department's reputation and support Departmental strategic priorities.
- Supports the Deputy Director in reporting outcomes and identifying process and product improvements.

## **Content Production**

- Leads content production and conceptualisation in collaboration with the design team to develop impactful communications products that support effective delivery of strategic communications plans and priorities.
- Delivers expert content and copywriting/editing for internal and external audiences in print and digital mediums, including talking points for the Executive team, scripting, news articles, social media and corporate publications and materials such as the annual report and briefing notes.
- Ensures stakeholder engagement opportunities are well supported with talking points and communications collateral, optimising impact of events and engagements.
- Supports Deputy Director in overseeing maintenance of Department's intranet, website and social media accounts, including coordinating, drafting and publishing updates, and ensures content that is published is consistent with the Department's conventions, styles and guidelines.
- Undertakes minor graphic design tasks using the Adobe Creative Suite and completes photo videography tasks as required.

## **Relationship and Services Focus**

- Builds and maintains positive relationships with key stakeholders and ensures customer needs are identified and service outcomes are consistent with agreed needs and quality expectations.
- Provides administrative and general support to all functions within the SCU.
- Performs other duties as directed.

## **Corporate Responsibilities**

- Exhibits accountability, professional integrity and respect consistent with DPC Values, the Code of Conduct, and the public sector Code of Ethics.
- 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
- Undertakes other duties as required.



## Work Related Capabilities (Selection Criteria)

### Essential

#### 1. Shapes and Manages Strategy

Demonstrated experience in providing high-level strategic advice and support for the development and implementation of internal and external communications plans, strategies and associated material, in alignment with the Department's strategic priorities. Proactive in keeping well-informed of key issues and news that may impact the Department. Responds flexibly to an environment characterised by change and supports team goals.

#### 2. Achieves Results

Demonstrated ability to deliver high quality and impactful communications and media content and products, for a range of internal and external audiences, across all mediums including print, digital and social media. Strong copywriting/editing skills and demonstrated delivery of effective content for websites, newsletters and other internal channels, publications, and social media, with an ability to set and influence content style and strategies. Proactively evaluates and revises communications methods based on results and contemporary trends.

#### 3. Builds Productive Relationships

Builds and maintains positive working relationships with team members, stakeholders and senior leaders through provision of strategic advice and working collaboratively to plan and deliver joint outcomes. Leads collaborative team behaviours and brings a strong customer service focus. Responds positively to changes in deliverables and requirements, with a focus on solutions.

#### 4. Exemplifies Personal Integrity and Self Awareness

Behaves in an honest, ethical, and professional way, and leads by example within the team. Takes responsibility for completion of work independently, and as part of a team, at a high standard. Adheres to communications protocols and requirements and supports observance of those requirements by others.

#### 5. Communicates and Influences Effectively

Expert written and interpersonal skills with demonstrated experience writing for different audiences across print and digital mediums. Understands how to tailor communications style and messaging to engage and influence different audiences and support delivery of strategic objectives. Able to confidently deliver feedback and advice to team and clients, and influence approaches to communications initiatives to achieve positive results.

### Desirable

- Tertiary qualifications in a relevant discipline.
- Knowledge and experience in communications, website and social media.

For permanent appointments you must also be eligible to live and work in Australia indefinitely. Employees engaged on fixed term appointments need a valid work visa for the duration of their contract.

Appointment is also dependent on a 100-point identification check and Criminal Records Screening Clearance.



**Certification**

**Authorising Signature:**

**People Services:**

**Date:**

**Date:**