



Communications Officer - Digital Content Communications

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| Position number | 00042998 |
| Agreement | Public Sector CSA Agreement 2021 or as replaced |
| Classification | Level 4 |
| Reports to | Manager, Digital Content (Level 8) |
| Direct reports | Nil |

Context

The Communications directorate works to ensure all our activities enhance the image and reputation of the Department and promote Western Australian Government initiatives in education. We do this by providing a range of services to all areas of the Department including:

- internal and external communications
- communications campaigns and strategies
- brand management
- strategic communications advice
- media strategy and management, stakeholder engagement and relationship management
- public relations and marketing activities for a wide range of programs and audiences.

Digital Content

The Digital Content team are the digital communication experts within Communications. The team manage all digital communications including;

- digital, intranet and social media
- digital strategy, policy and advice
- online asset management (internal and external)
- internal communications and digital publishing
- social media management and monitoring
- digital specialist advice and training in social media, content, writing and digital
- performance analytics.

The Digital Content team manage the department's websites, intranet and social media presence and digital tools. The team is also responsible for; the department's public facing websites, Ikon, accessibility, management of the Education Resources site, digital forms, social media, podcasts and internal communications strategies. Working with other units to ensure alignment of key messages, timing of publishing of announcements and campaigns and works across the Department to provide digital specialist advice and training.

The Digital Content team works collaboratively in the delivery of digital communication outcomes that meet the needs of the business unit and directorate. The Branch ensures all activities are designed to enhance the brand, image and reputation of the Department and promote Western Australian Government initiatives in education.

Visit education.wa.edu.au to find out more information about the Department of Education.

Key responsibilities

- Coordinate the delivery of communication projects/programs.
- Work collaboratively across the directorate to support delivery of cross-functional projects.
- Undertake appropriate research and analysis to support decisions or recommendations.
- Undertake project planning, project management, delivery and contracts to deliver communication projects/activity outcomes.
- Establish and maintain effective relationships with internal and external stakeholders.
- Review existing sources of insight (including previous communication activity) to understand overall context for communication and audience influences/influencers.
- Demonstrate an understanding of the communication objectives and how these support the overall objectives.
- Provide sound communications advice to simple/low level requests.
- Prepare a range of communication materials.
- Participate in working groups/teams to support communication project development, delivery and evaluation.
- Maintain an awareness and understanding of trends, issues and priorities impacting the department.
- Ensure effective sharing of information and skills, supporting collaboration, communication and connection across the team and directorate.
- Support training on Education brand and style guides across the department.

Selection criteria

Job Specific

Demonstrated experience and understanding of digital communications.

Demonstrated proficient writing skills.

Project Management

Experience managing straightforward projects, or components of larger projects, with the ability to prioritise work and deliver agreed outcomes.

Communication / Stakeholder Engagement

Sound interpersonal and communication skills with the ability to build and maintain stakeholder relationships in a dynamic environment.

Critical thinking / Problem solving

Well developed research, analytical and problem-solving skills with the ability to develop innovative solutions and provide evidence-based recommendations.

Team

Proven ability to work collaboratively and contribute to the achievement of team outcomes.

Eligibility and training requirements

Employees will be required to:

- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment
- obtain or hold a current Working with Children Check
- complete the Department's induction program within 3 months of commencement
- complete any training specific to this role required by Departmental policy
- complete the Department's training in Accountable and Ethical Decision-Making within 6 months of appointment
- complete the Department's Aboriginal and Torres Strait Islander cultural awareness online course within 3 months of commencement.

Certification

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

ENDORSED

Date 4 November 2022
Reference D22/0813440