# Job Description Form – Communications and Media Officer

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| **Position number:** | 16454 | **Classification:** | Level 5 |
| **Division:** | Capability and Performance | **Branch/section:** | Corporate Communications |
| **Reports to:** | Communications and Media Manager  – 15901 | **Direct reports:** | Nil |

## About the Department

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| Mission | Vision | Values |
| To lead the public sector in community – focused delivery with a high performing organisation and thriving workforce. | Western Australia is celebrated as the best place to live in Australia. | Respectful  Accountable  Responsive  Open-minded  Integrity |

## Context

Working with the Director General, senior executives and key stakeholders, Corporate Communications sets the strategic communications direction for Department of Local Government, Sport and Cultural Industries (DLGSC). Corporate Communications plays a key role in protecting the agency’s brand and reputation in the public domain through proactive promotion of the great work DLGSC does. We develop, implement and continually evaluate strategies to optimise department outcome recognition and mitigate risk in today’s complex information environment.

## Position purpose

Supports the development and implementation of proactive and reactive media and communication strategies, with a focus on promoting DLGSC’s grant programs. Works within DLGSC to deliver targeted sector communications. Collaborates and liaises with multiple internal and external key stakeholders.

## Responsibilities

1. Supports the development and implementation of corporate communication and proactive and reactive media strategies, initiatives and projects.
2. Coordinates the department’s grant program media opportunities calendar, tracking grant outcomes across all portfolios to optimise positive media and promotion opportunities.
3. Develops grant stories for online and social media promotion.
4. Prepares media releases and responses for media enquiries and liaises with media as required.
5. Contributes to a range of projects and activities that require media and communications support including events, photography, image bank and media monitoring.
6. Prepares and distributes sector and internal e-newsletters.
7. Prepares presentations, speech notes, ministerial briefings and other communications as required.
8. Develops and maintain effective working relationships with key internal and external stakeholders to promote the DLGSC brand, including State Government and media representatives.
9. Contributes to the review and improvement of business strategies and processes to maximise communications outcomes.
10. Adheres to Work Health and Safety, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.
11. Performs any other duties as assigned or necessary to support the objectives of DLGSC.

## Work related requirements

This section outlines the necessary minimum requirements, in relation to the knowledge, skills, experience and qualifications required to perform the duties of the position.

### Essential

1. Highly developed written and verbal communication skills, with the ability to research, write and edit a range of materials, including media responses and media statements, speech notes and newsletters.
2. Well-developed interpersonal and negotiation skills, with the ability to establish and cultivate strong relationships with a wide range of internal and external stakeholders, including senior management.
3. Well-developed conceptual, analytical and problem-solving skills in the context of the development and effective dissemination of agency promotional material.
4. Demonstrated, well-developed organisational and time management skills with the ability to work under pressure and meet concurrent deadlines.

### Desirable

1. Possession of, or progress towards, a relevant tertiary qualification.
2. Knowledge of the media and network of media contacts in Western Australia.

## Special conditions

Required to take part in a weekend on-call media roster.

Pre-employment requirements

All department positions require a current Criminal History Check (National Police Certificate or equivalent) and 100-point Identification Check prior to commencement.

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| Registration date | 7 November 2024 |