



Manager Communication - Level 7 (MIS24310)

Group:	Energy Policy	Location:	66 St Georges Terrace
Division/Directorate:	Planning and Coordination	Supervises:	0
Branch:	PoweringWA	Reports to:	Principal Advisor
Section:	Communications and Coordination		

Operational Context

Energy Policy oversees provision of innovative and quality advice and initiatives that shape the energy sector for the benefit of Western Australians now and into the future. The Group does this by supporting the Deputy Director General to deliver their functions and statutory responsibilities, as well as providing day to day oversight of the Energy Policy Group's policy development and reform work program.

Role Overview

This position develops and implements PoweringWA's communication strategy and corporate branding.

Building Leadership Impact as a Leader of Others

We believe that all our people are leaders and expect and encourage them to demonstrate leadership in their roles. Leadership in this position is about motivating and enabling a team to deliver high-quality work that contributes to the agency. They balance their time between doing the work, and coaching, guiding and developing others.

Role Responsibilities

The following outlines the key responsibilities and duties related to this position:

- Develops and implements PoweringWA's communication strategy and corporate branding.
- Delivers PoweringWA's day-to-day communications function, including the proactive management of emails, newsletters, media statements, fact sheets, social media updates and stakeholder events.
- Develops of digital solutions and management of digital platforms, including a stakeholder management system.
- Drafts and reviews communications content to ensure clarity for the audience and the effective use of communication channels.
- Coordinates PoweringWA's Annual Reports
- Develops and maintains PoweringWA's websites and intranet.
- Provides professional advice and support to PoweringWA's Executive and staff on key communication matters
- Provision of communications support, as required, to PoweringWA's Energy Policy WA's Emergency Management team in the event of a gas, fuel or electricity supply disruption.

Corporate Responsibilities

The following outlines departmental responsibilities:

- Provides effective leadership within corporate policies and procedures, acts with integrity and ensures staff demonstrate ethical behaviours aligned with the Department Code of Conduct.
- 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 applicable work health and safety laws.
- Contributes to or responsible for the achievement of corporate objectives through effective management by ensuring that stakeholders are dealt with in a professional and timely manner.
- Builds productive working relationships with community stakeholders to ensure effective community engagement, provide opportunities to input on policy and to facilitate agreement of mutually beneficial solutions.
- Performs other roles/tasks as directed.

Role Specific Requirements

The following outlines what experience and qualifications are required to undertake this role:

- Proven track record leading and managing contemporary communications for a large and or complex organisation.
- Technical skills and capability to develop digital communication strategies and oversee their implementation.
- Tertiary qualifications in a relevant discipline such as communications, public relations or media.

Expected Leadership Behaviours

While it is expected that the occupant will demonstrate all leadership behaviours of a [Leader of Others - People](#), the following outlines those that are required to undertake this role:

- **Lead Collectively** - You understand how your work and that of your team contribute to achieving agency outcomes and fit in the sector.
- **Think Through Complexity** - You support your team or work group to take a solutions focused approach, intervening only when necessary with technical knowledge to ensure application of robust knowledge and customer orientation.
- **Dynamically Sense The Environment** - You communicate clearly and concisely to ensure a shared understanding.
- **Deliver on High Leverage Areas** - You persevere with determination to achieve your goals and those of your team or work group.
- **Build Capability** - You proactively encourage your team to seek learning opportunities, empowering and guiding them to create and take ownership of their own development pathways.
- **Embody The Spirit of Public Service** - You ensure your work practices and those of your team or work area are in accordance with the policies and procedures of your agency.
- **Lead Adaptively** - You acknowledge the impact of your work style and behaviours on others, modifying them when appropriate to enhance collective performance.

This position reports to:

Principal Advisor

Position No: MIS22127

Classification: L9

Positions reporting to this Role:

This position has no direct reports

Position Conditions:

The following outlines pre-employment assessments and ongoing conditions and requirements:

- High integrity required for conflicts of interest
- Nationally Coordinated Criminal History Check

Approved Date

11-DEC-2024