# Job Description Form – Senior Communications Officer

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| **Position number:** | 15994 | **Classification:** | Level 6 |
| **Division:** | Capability and Performance  | **Branch/section:** | Corporate Communications  |
| **Reports to:** | 15737 - Corporate Communications Manager  | **Direct reports:** | Nil  |

## Position purpose

The Senior Communications Officer works with teams across the department to create and execute comprehensive communications, media and marketing plans, strategies and initiatives in support of the department’s objectives.

## Context

Working with the Director General, senior executives and key stakeholders, Corporate Communications sets the strategic communications direction for the 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.

## Responsibilities

1. Develops and implements communications, media and marketing plans, strategies and initiatives.
2. Prepares material for internal and external communications and marketing, educational, promotional and publication, online and social media requirements for a range of target audiences.
3. Prepares media releases and responses for media enquiries and liaises with the media as required.
4. Prepares, edits and promotes quality assurance for hard copy and online publications, promotional material, web and social media content, speeches, presentations, events and briefing notes ensuring appropriate standards are maintained.
5. Contributes to the development and implementation of streamlined communications, media, marketing and publishing policies, processes and standards that contribute to the provision of high-quality information.
6. Prepares briefing notes, speeches, reports, presentations, advice and responses for the Corporate Communications Directors, Deputy Director General and Director General and the department in general on complex, contentious and sensitive issues.
7. Participates with the development of effective working relationships with key stakeholders and promotes the department’s image within the community.
8. Coordinates, promotes and evaluates programs including awards, special events and public functions as required.
9. Adheres to Work Health and Safety, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.
10. Demonstrate the Expected Behaviours of the leadership context for this role listed below.
11. Performs any other duties as assigned or necessary to support the objectives of DLGSC.

## Selection criteria

This section outlines the necessary minimum requirements, in relation to the knowledge, skills, experience and qualifications required to perform the duties of the position. These criteria can be assessed against any stage of the recruitment process. Applicants should demonstrate their capacity to meet the following criteria which should be read in conjunction with the specific responsibilities of this role.

1. Highly developed written and verbal communication skills for creating and editing various materials for a range of audiences, including on digital platforms.
2. Strong interpersonal and negotiation skills to build and maintain relationships with internal and external stakeholders, including senior management.
3. Ability to understand strategic objectives, develop and implement integrated communication plans, and apply best practice communications.
4. Well-developed conceptual, analytical, and problem-solving skills for effective dissemination of promotional material and innovative communication strategies including marketing strategies.
5. Demonstrated organisational and time management skills to work under pressure and meet concurrent deadlines.

### Desirable

1. Tertiary qualification in public relations, communications, marketing or a related field.

## Leadership expectations

We believe all our people are leaders irrespective of their role. We consider this as critical to our success and, to support this, we have adopted [Leadership Expectations](https://www.wa.gov.au/organisation/public-sector-commission/leadership-expectations) which provides a common understanding of the mindsets and expected behaviours required of all our employees and the public sector.

This role falls under the **Personal Leadership** context.

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.

Other conditions specific to this role are:

* Nil

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| Registration date | 12 March 2025 |