

Senior Consultant Communications – Digital Content Communications

Position number	Generic
Agreement	Public Sector CSA Agreement 2021 or as replaced
Classification	Level 6
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 communications strategies. They work 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

- Plan, implement and evaluate elements of the Department's public website and other digital and social content as required; and provide specialist advice and support to business areas.
- Work with business areas to define needs and translate these to an online environment.
- Provide high-level digital and social media advice.
- Develop and deliver digital and online strategies and campaign plans, including design, development, analysis and evaluation of the Department's public website and online content.
- Prepare wide range of digital content, including for social media channels.
- Provide information on the effective use of the systems, manage technical issues and provide advice on enhancements and fixes to business areas and suppliers in maintaining the websites.
- Ensure teams work collaboratively across the directorate to deliver cross-functional projects.
- Bring together views and perspectives of stakeholders to gain a wider picture of the landscape surrounding digital projects and programs, including for social media channels.
- Deploy resources, ensuring delivery integration and outcomes are consistent with the Department's agenda.
- Build and maintain professional relationships with internal and external stakeholders.
- Maintain awareness and understanding of emerging trends and issues and ensure effective sharing of information and skills, supporting collaboration, communication and connection across the team and directorate.
- Deliver training on Education brand and style guides across the Department.
- Take responsibility for the management of allocated team members.

Selection criteria

Job Specific

Demonstrated digital skills with the knowledge and ability to develop and implement innovative and creative strategies and projects, including formulation, implementation, and evaluation of projects and programs, including analysis and reporting on performance.

Highly developed digital content writing skills.

Project Management

Experience managing large or complex digital and online projects, including demonstrated knowledge of and experience developing websites and social media profiles, including user journey mapping, user experience and delivering effective content.

Communication / Stakeholder Engagement

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

Critical thinking / Problem solving

Highly developed research, analytical and problem-solving skills with the ability to develop innovative solutions to complex problems aligned to strategic direction.

Team

Proven ability to work collaboratively, mentor and develop others.

Eligibility and training requirements

Employees will be required to:

- obtain a current Department of Education Criminal Record Clearance prior to commencement of employment
- 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

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