

Position Title:	Advisor Strategic Communications	Classification Level:	Level 5
Position Number:	3170261	Location:	Midland
Reports To:	Senior Manager Strategic Communications, Level 7	Positions Under Control:	0
Branch/Section:	Communications & Engagement	Job Families/ Function:	Strategic Communications
Business Unit:	Corporate Services	Leadership Context:	Personal Leadership

Business Area Overview

Corporate Services supports the operational business units to fully harness their potential to deliver on Landgate's vision "to fully harness the value of where to power a thriving Western Australia". Strategic Communications is responsible for maintaining and protecting Landgate's reputation and brand. Our role is to work closely with the business to effectively deliver the right messages, at the right time, to the right audience. Externally, we promote the benefit of our work to the broader community through media liaison, stakeholder engagement opportunities, social media, printed materials and the corporate website. Consistently delivering accurate, efficient, and timely information to our customers. Internally, we support cultural and organisational activities to ensure Landgate employees are kept informed and engaged.

Role Summary

As a member of the high performing strategic communications team, you will work closely with the Manager and Senior Advisor, Strategic Communications to support Landgate's core organisational objectives by informing and persuading our customers, our people and our community using the smartest, sharpest and savviest communications strategies and tools. This is a hands-on role designed for someone with the energy, verve and drive to make things happen. The role has a focus on internal communications, social media and event management.

Responsibilities

- Develop, plan and execute communication strategies focused on employee engagement, organisational changes, culture building, and key business objectives.
- Create and edit content for a variety of internal and external communication channels, including emails, e-news, intranet, and digital displays ensuring clarity and relevance of messages.
- Manage internal and external events, including employee 'town halls', that are innovative and informative for the participants, and ensures they run smoothly and efficiently for your internal client.
- Negotiate with internal and external stakeholders to ensure the delivery of successful events (including launches or media opportunities).
- Assist with managing sponsorship relationships with key stakeholders.
- Develop communication materials for key organisational initiatives, changes, and campaigns.
- Provide a structured approach to planning and managing projects.
- Assist with pro-active and reactive media relations and responses.
- Participate within and contributes to a positive and innovative workplace environment.
- Model behaviour consistent with Landgate values and Ways of Working.
- Collaborate with stakeholders to gather insights and produce content that reinforces Landgate's organisational direction.
- Contribute to the review, editing or commentary of communication pieces for accuracy, consistency and quality.
- Adhere to Work Health and Safety (WHS) policies and procedures that ensures the safety of staff and customers.
- Act with integrity at all times, demonstrates behaviours aligned with Landgate's code of ethics and

works within relevant policies and procedures, contributing to the accountabilities of the team.

- Perform other duties as directed

Essential Role Requirements

Expected Behaviours

Landgate has adopted the Public Sector [Leadership Expectations framework](#), and this role sits in the **Personal Leadership** context. Personal Leadership is about the work of individuals not yet in traditional leadership positions who make a direct and immediate difference to the agency.

- **Lead collectively** – You proactively build strong working relationships with members of your team and use these relationships to achieve your objectives and deliverables to a high standard.
- **Think through complexity** – You use information and analysis to initiate problem resolution and seek guidance as necessary.
- **Dynamically sense the environment** – You adapt your communications style and language depending on your target audience, negotiating confidently and respectfully.
- **Deliver on high leverage areas** – You take responsibility for managing your work to achieve results, keeping others informed of your progress.
- **Build capability** – You actively contribute to the development of your team's capability, ensuring you support your team members.
- **Embody the spirit of the public service** – You promote and show respect for the sector in completing your tasks and recognise that your interactions and service delivery have a direct impact on the reputation of the sector.
- **Lead adaptively** – You are continually learning and adjusting your approach to be effective in the changing work environment.

Experience/Qualifications

- **Leadership:** Experience leading others, ability to provide leaders with sound advice and empower them to make good decisions in all strategic communication matters using your style to support the delivery of strategic outcomes.
- **Values Aligned:** Works and behaves in a way that is consistent with Landgate Values.
- **Communication:** Is an exceptional communicator with the ability to write clearly and professionally.
- **Event management and social media strategy:** A proven ability to produce creative communications artefacts, impactful events and social media savviness.
- **Stakeholder Engagement:** Demonstrated ability to build key relationships using your diplomacy, advocacy and negotiation skills to engage with stakeholders.
- **Organisational Skills:** Well-developed organisational skills and a high attention to detail and methodical approach.
- **Achieves Results:** Has a track record in achieving deliverables and activities by thinking outside the box to produce exceptional results within challenging deadlines.

Desirable Role Requirements

- Tertiary qualifications or equivalent experience in a relevant field and a work history that shows us the kind of person you've become through an interesting and diverse communications career.
- A commitment to improving your skills and knowledge every moment of every day.

Appointment Conditions

- National Police Clearance

Reporting Relationships

Reports to: Senior Manager Strategic Communications, Level 7	Other positions reporting to this position:
	Senior Advisor Strategic Communications, Level 6
	Senior Advisor Project Communications, Level 6
	Digital Communications Officer, Level 5
	Communications Coordinator, Level 4
This position: Advisor Strategic Communications, Level 5	

Certification

These details are an accurate statement of the duties, responsibilities and other requirements of the position.

Position Title and Business Unit	Name	Date
P&C Advisor, Corporate Services	Hannah Duffy	21/05/2025
Senior Manager Strategic Communications, Corporate Services	Kelly Kent	21/05/2025

Effective Date: 21 May 2025