

Communications Officer – Strategy and Governance

Communications

Position number	00043010
Agreement	Public Sector CSA Agreement 2021 or as replaced
Classification	4
Reports to	Principal Consultant Communications – Strategy and Governance (Level 7)
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.

Strategy, Stakeholder Engagement and Media

The Strategy, Stakeholder Engagement and Media team are responsible for the overarching communication strategy and governance, and manage stakeholder engagement, business and media services for the Communications directorate, including:

Strategy and Governance

- setting strategy, standards and processes for the directorate
- stakeholder engagement and relationship management
- communications planning and policy
- maintains 'project management office' within Communications to ensure projects are established and delivered using the project governance framework, including planning and regular reporting
- priority setting, performance monitoring and measurement
- executive/business support and corporate reporting.

Stakeholder Engagement

- manage and influence stakeholder engagement and media activities, and consistent support to internal stakeholders
- manage brokerage of Communications services using business partnering model and project matrix structure
- strategic relationship management with directorates across the education department, the office of the Director General and the Minister's office
- brand and messaging, speeches
- engagement with directorates about their strategy, plans and products.

Media Relations

- media strategy, policy and advice
- managing both media responses to incidents or contentious issues and creating proactive stories
- media monitoring and training.
- measurement of outcomes.

The Branch understands and is connected to the activities and initiatives across the department to contribute early, influence and educate to deliver 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

- Coordinate the delivery of communication projects/programs.
- Work collaboratively across the directorate to support delivery of cross functional projects.
- Undertake appropriate research and analysis to support decisions or recommendations.
- Undertakes project planning, project management, delivery and contracts to deliver communication projects/activity outcomes.
- Establish and maintain effective relationships with internal and external stakeholders.
- Reviews existing sources of insight (including previous communication activity) to understand overall context for communication and audience influences/influencers.
- Demonstrate an understanding of the communication objectives and how these support the overall objectives.
- Provides sound communications advice to simple/low level requests.
- Prepares a range of communication materials.
- Participate in working groups/teams to support communication projects development, delivery and evaluation.
- Maintain an awareness and understanding of trends, issues and priorities impacting the department.
- Ensure effective sharing of information and skills, supporting collaboration, communication and connection across the team and directorate.
- Support training on Education brand and style guides across the department.

Selection criteria

Job Specific

Demonstrated experience and understanding of communications.

Demonstrated writing skills.

Project Management

Experience managing straightforward projects, or components of larger projects, with the ability to prioritise work and deliver agreed outcomes.

Communication / Stakeholder Engagement

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

Critical thinking / Problem solving

Well developed research, analytical and problem-solving skills with the ability to develop innovative solutions and provide evidence-based recommendations.

Team

Proven ability to work collaboratively and contribute to the achievement of team outcomes.

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

Date 7 October 2022
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