

Senior Consultant Communications – Stakeholder Engagement Communications

Position number	Generic
Agreement	Public Sector CSA Agreement 2021 or as replaced
Classification	Level 6
Reports to	Manager, Strategy, Stakeholder Engagement and Media (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.

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

- Partner with directorates to facilitate connection, ensuring corporate communications is at the heart of planning/decision-making from the outset.
- Foster and facilitate a trusted partnership between corporate communications teams and other business directorates, improving collaboration, co-operation and service delivery while championing project management frameworks and methodologies.
- Improve alignment of communications to deliver of key business outcomes.
- Enhance the ability of teams to proactively manage risks and opportunities, and influence decision-making.
- Increase team resilience and impact evaluation.
- Build specialist knowledge within the communication team, helping it to be more agile and respond to fast-moving issues and crises.
- Provide recommendations to support the development of innovative, evidence-based communication projects/programs and outcomes.
- Bring together views and perspectives of stakeholders to gain a wider picture of the landscape surrounding communication activities.
- Deploy resources, ensuring delivery integration and outcomes are consistent with the department's agenda.
- Prepare wide range of communication materials, including Ministerial correspondence, reports and general communication correspondence.
- Analyse and review complex issues, identifying emerging issues, developing evidence-based options, and recommend solutions to resolve problems and mitigate risks.
- Provide high level communication advice.
- Build and maintain professional relationships with internal and external stakeholders.
- Represent the department at working groups/teams to support communication project development, delivery and evaluation.
- Maintain an 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.

- Support training on Education brand and styles guides across the department.

Selection criteria

Job Specific

Demonstrated experience in communications, including formulation, implementation, and evaluation of communications/media/digital communications projects and programs, analysis and reporting on performance.

Highly developed writing skills.

Project Management

Experience managing large or complex projects, or components of larger projects, including the ability to manage performance to deliver agreed outcomes within specified timeframes.

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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