

## Senior Consultant Communications - Campaigns and Projects Communications

<b>Position number</b>	Generic
<b>Agreement</b>	Public Sector CSA Agreement 2021 or as replaced
<b>Classification</b>	Level 6
<b>Reports to</b>	Manager, Campaigns and Projects (Level 8)
<b>Direct reports</b>	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.

### Campaigns and Projects

The Campaigns and Projects team are the campaign strategists, and creative and implementation experts within Communications. The team provide high level corporate communications, public relations and marketing strategies and services for the department, including:

- planning and delivering communication projects, products, campaigns and events
- brand management
- product, campaign and events policy and advice
- high level public relations and marketing advice to schools
- research of best practice to bring about behaviour change.

The Campaigns and Projects team work collaboratively across the entire department in the delivery of projects, campaigns and events 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. The expertise in this branch works with the Minister's

office to deliver campaigns. This area drives creativity and innovation working alongside their directorate colleagues

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### Key responsibilities

- Deliver communication strategies and campaign plans, including design, development, analysis and evaluation
- Ensure teams work collaboratively across the directorate to delivery cross functional projects.
- Undertake complex research and 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, ensure delivery integration and outcomes consistent with the department's strategic priorities.
- Prepare wide range of communication materials, including Ministerial correspondence, speech notes, 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 projects.
- 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 experience in communications, including formulation, implementation, and evaluation of communications projects and programs, including 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
- obtain or hold a current Working with Children Check
- 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  
Reference    D22/0805010