

## Principal Consultant Communications – Campaigns and Projects Communications

<b>Position number</b>	00042976
<b>Agreement</b>	<a href="#">Public Sector CSA Agreement 2022</a> or as replaced
<b>Classification</b>	Level 7
<b>Reports to</b>	Manager, Campaigns and Projects (Level 8)
<b>Direct reports</b>	Various

### 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 Minister's office to deliver

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

Visit [education.wa.edu.au](http://education.wa.edu.au) to find out more information about the Department of Education.

### **Key responsibilities**

- Lead the development and implementation of innovative communication and/or media strategies that align to strategic directions and priorities.
- Lead teams to work collaboratively across the directorate to delivery cross functional projects.
- Lead, direct and manage team resources, including people, budget and physical resources.
- Direct and oversee the implementation of high value, multi audience campaigns to meet organisational objectives.
- Manage communication strategies and user training initiatives to ensure integration across communication channels and identify gaps.
- Lead teams to adhere to champion state government “digital first” protocols with internal communications.
- Review communication strategies for overall context and register, to protect both departmental reputation and aligned to government communication priorities.
- Maintain robust knowledge of the industry, media and wider communication and marketing landscape, drawing on this expertise to guide innovative campaigns and strategies and provide recommendations to executive and colleagues.
- Provide direction, guidance and support to the team, ensuring the team is equipped with the capability and knowledge to deliver agreed outcomes.
- Provide expert advice and analysis to Senior Executive and Director General on complex issues to facilitate high level decision making.
- Prepare and review Cabinet submissions, Ministerial briefing notes, speech notes, reports and correspondence.
- Consult and negotiate with key senior internal and external stakeholders, including stakeholder groups to develop and foster professional working relationships.
- Represent the department at government, industry and stakeholder forums, working groups or committees.
- Mentor, coach and guide officers to successfully deliver communication and media priorities and initiatives.
- Maintain high level understanding of emerging trends and issues and ensure effective sharing of information and skills, supporting collaboration, communication and connection across the team and directorate.
- Monitor and manage staff leave entitlements to ensure accrued leave is cleared within a reasonable timeframe and in accordance with relevant awards, agreements and Departmental policy.
- Manage staff performance in accordance with the Public Sector Performance Management Standard and Departmental policy.

## Selection criteria

### Job Specific

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

Advanced writing skills.

### Project Management

Considerable experience managing large and/or complex 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 negotiate with and influence high level stakeholders.

### Critical thinking / Problem solving

Highly developed conceptual, 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 and motivate, mentor and develop others.

## Eligibility and training requirements

Employees will be required to:

- consent to a Nationally Coordinated Criminal History Check and obtain a current Screening Clearance Number issued by the Department of Education's Screening Unit 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 and every 3 years thereafter
- 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 22 January 2024

Reference D24/0006338