



## Position Details

<b>Position Number:</b>	<b>SP001</b>
<b>Classification:</b>	Level 4
<b>Contract Type:</b>	Up to 12 months full time contract with extension by mutual agreement
<b>Agreement:</b>	Governors Establishment Staff General Agreement (2020)
<b>Location:</b>	Government House, Perth, Western Australia
<b>Hours:</b>	40 Hrs P/W worked Mon to Fri between 7.00am and 7.00pm. Occasional weekend work may be required  Flexibility required to attend events
<b>Reporting Relationship:</b>	This position reports to the Official Secretary
<b>Date of Review:</b>	<b>10 January 2022</b>

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## About the Governor's Establishment

The primary function of the Office of the Governor is to support the Governor to fulfil his mission through the provision of exceptional professional services to the Governor and his family.

The Office has a flat structure where employees are encouraged to be proactive and more productive by having greater input into the decision making process.

The Office manages the Governor's active program of engagement and works to maintain Government House as a significant cultural heritage asset for the community of Western Australia.

Our Vision is to promote and encourage community well-being through both the Governor's role and the enhanced utilisation of the House. We do this by facilitating relationships, through strong communication and community engagement and by showcasing Western Australia for all its attributes, capabilities and achievements.

Outlined in this position description are the key accountabilities for this role but our success as a team comes from working together.

## About the Role

Reporting to the Official Secretary, the Communications and Media Officer is responsible for researching and developing all official communications material in support of the Governor's program and the Office of the Governor, including developing and maintaining a Communications Strategy and External Communications Action Plan.

Working closely with the Communications and Social Media Officer, the Communications and Media Officer is responsible for general communications tasks, media relations management, speech and content writing and development, brand management and ensuring the right systems, policies and standard operating procedures are in place to support the function.

## Key Responsibilities

- Research, write and edit content to support the Governor, including speeches, official messages, factsheets, media releases, and other communications material
- Responsible for content development and management of the Annual Report and other Community Access communications
- Digital communications support – including development of content for website and social media platforms as required, including the ability to take and edit photos

- Develop, deliver and evaluate communications initiatives, plans and campaigns that enhance community engagement
- Media relations, liaison & management and media monitoring
- Brand management - the Government House brand, logos and design elements, including corporate colour numbers and brand fonts, are applied correctly across internal and external publications and resources and
- Manage the development and implementation of systems, policies and standard operating procedures to support the efficient and effective operation of the communications and media function.

## Essential Work-Related Requirements

- Undergraduate degree in a communications discipline
- Minimum 5 years' experience in a communications and media role
- Strong writing, editing, proofreading skills including the ability to present concepts verbally
- Demonstrated skills and experience in public relations, including developing and implementing communication plans and media strategies
- Speech writing experience
- Experience in managing media queries, writing and issuing media releases
- Website content management (WordPress) and digital communications content development experience
- High level of interpersonal skills including the ability to liaise and consult with people at all levels and maintain effective working relationships in a small team environment
- Stakeholder engagement, including well developed influencing and negotiating skills
- Creative and can think outside the box
- Use initiative and is self-driven
- A broad understanding of contemporary issues affecting the Western Australian community, and the role of Governor, are essential.

## Occupational Health & Safety

- In the context of Occupational Health and Safety policies, procedures, training, and instruction, as detailed in *Occupational Safety and Health Act 1984* and *Occupational Safety and Health Regulations 1996*, employees are responsible for ensuring that they:
  - Follow reasonable instruction.
  - Cooperate with their employer.

Take reasonable care for the safety of others in the Workplace at all times.

## Other

- In the context of *State Records Act 2000* and other applicable State Records Commission standards and policies, employees are responsible for ensuring that they (and any employees for whom they are responsible) create, capture, maintain and dispose of records in accordance with the legislation.
- A Code of Conduct outlines the standard of behaviour expected of all Employees of the Governor's Establishment. Employees have a principal responsibility to provide effective apolitical support and assistance, and a relevant and timely service to the Governor's Establishment, the Governor and spouse, staff, and members of the public.
- The responsibilities outlined above and the scope of the role may change as necessitated by operational requirements

## Certification

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the job.