



Position Details

POSITION TITLE	Senior Communications Specialist
CLASSIFICATION	Level 6 x 2
POSITION NUMBER	TBA
TEAM	Strategic Program Support
NUMBER OF DIRECT REPORTS	Nil
REPORTS TO	Strategic Program Support Manager

About Governor's Establishment

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

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.

Our Values

Leadership	We lead by example
Respect	We care for each other, our clients and our community
Integrity	We act with Integrity
Collaboration	We work together as one team
Excellence	We pursue excellence in everything with do
Transparency	We are open and honest in our communications

About the Role

Reporting to the Strategic Program Support Manager, the Communications Specialist (CS) is responsible for 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.

The role 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. The role also undertakes high-level research and analysis in line with the Governor's strategic priority areas.

Job Responsibilities

- Provide strategic advice and guidance on communications and media matters.
- Research, write and edit content to support the Governor, including speeches, official messages, factsheets, media releases, and other communications material.
- Undertake research and analysis of subjects and issues of strategic interest to the Governor to assist in shaping the Governor's Program.
- Develop and implement communication action plans to inform and enhance community and stakeholder engagement on the priorities and activities of the Governor and Government House.
- Content development and management for all digital platforms, annual reporting and other community access communications.
- Maintain the Governor and Government House social media accounts and accompany the Governor to internal and external engagements and regional visits if required.

- Maintain the Government House website.
- Develop, deliver and evaluate communications initiatives, plans and campaigns that enhance community engagement.
- Regularly review, evaluate and where necessary adjust activities to ensure they are effective and meeting objectives.
- Media monitoring and point of contact for media engagement.
- Evaluate research and or project findings, prepare reports and briefing papers, makes recommendations and /or presents options and best outcomes.
- Brand management – review and approve use of the Government House brand, logos and design elements ensuring they are applied correctly across internal and external publications and resources.
- 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.
- Other duties as required.

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

Corporate Responsibilities

- Demonstrates effective leadership and integrity by complying with the Code of Conduct and all Policies and Procedures.
- The 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.

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.
- The responsibilities outlined above and the scope of the role may change as necessitated by operational requirements.

Essential Work-Related Requirements (Selection Criteria)

- Experience in a communications and media role.
- Strong writing, editing and proofreading skills.
- Demonstrated skills and experience in public relations, including developing and implementing communication plans and media strategies.
- Demonstrated experience in research and report writing.
- 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.

Desirable Work-Related Requirements

- A broad understanding of contemporary issues affecting the Western Australian community, and the role of Governor.
- Tertiary qualification in a communications discipline.