

# Department of State Growth

## Statement of Duties

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<b>Position Title:</b>	Senior Communications Officer
<b>Position number:</b>	372951
<b>Award/Agreement:</b>	Tasmanian State Service Award
<b>Classification level:</b>	General Stream Band 6
<b>Division/branch/section:</b>	State Roads, Project Services
<b>Location:</b>	South
<b>Employment status:</b>	Flexible
<b>Supervisor:</b>	Manager Stakeholder Communications

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### Position Objective

To develop, deliver and oversee the State Roads Division's marketing and communications strategies including the use of digital and traditional media. Provide high level support to the Manager Stakeholder Communications in developing and delivering the strategic direction for State Roads Division communications.

### Major Duties

- Develop and deliver effective and professional communications, marketing and engagement strategies for the State Roads Division.
- Identify media opportunities, write media releases and work with the Department's Communications Branch to respond to media enquiries.
- Manage the Division's social media presence, including overseeing content creation.
- Develop, implement, manage and review appropriate systems, processes and procedures to support effective and efficient communications and stakeholder engagement activities.
- Work with the Manager Stakeholder Communications to develop and implement strategies to improve the public relations and communications skills of Division staff.
- Provide leadership to, and oversee the work outputs of, the Digital Communications Officer and Communications Officer.
- Provide advice to Division staff on communications and media matters, appropriate communications strategies, activities and tools.
- Produce effective speeches, digital content and other marketing and communication materials across a range of media and for a range of audiences.
- Project-manage business improvement and public relations projects.
- Report on the effectiveness of communications and marketing strategies.
- Undertake other communication activities as requested.

### **Scope of Work: (Responsibility, Decision-Making and Direction Received)**

The occupant of this position is responsible for undertaking a variety of complex functions exercising a high degree of initiative and discretion, and ensuring all work carried out is well researched and accurate.

The position operates under general direction and supervision from the Manager Stakeholder Engagement. The occupant is required to establish their own work priorities and also manage a workload of complex projects and act with considerable autonomy in daily activities. The occupant is also expected to manage the work outputs of a small team, and to work closely with the Department's Communications Branch to ensure communications strategies are consistent with Agency level directions.

State Roads insists on a collaborative and consultative approach, involving integrity, respect and openness in dealing with others and believes teamwork, effective communication and professionalism are essential in achieving higher quality outcomes. State Roads has a clear Vision of being an organisation that is:

- Accountable
- Innovative
- Focussed on its customers
- Respected
- A place we are proud to work

The person occupying this position will be committed to the achievement of this Vision and the Division Business Objectives by contributing to a positive work environment and modelling the Division's *Behaviours Commitment*.

It is expected that all State Roads employees will work towards providing efficient and effective customer service which is focussed on its customers' needs. As part of our commitment, the occupant of this position is responsible for managing all customer interactions appropriately, within agreed timeframes and in-line with the Customer Service Standards, available from [www.transport.tas.gov.au/](http://www.transport.tas.gov.au/).

### **Selection Criteria (Knowledge and Skills):**

The Department of State Growth insists on a collaborative and consultative approach, especially involving integrity, respect and openness in dealing with others and believes teamwork, effective communication and professionalism are essential in achieving higher quality outcomes.

1. Experience in a government communications environment with a proven ability to develop, manage, implement and report on communications strategies.
2. High-level analytical skills with a proven ability to resolve complex communications and stakeholder issues and make sound and appropriate recommendations.
3. High-level written communication skills with demonstrated experience producing written marketing, media and communications material for a range of audiences.

4. High-level interpersonal and negotiation skills with a proven ability to effectively liaise with others, exercise sound judgment and work collaboratively with internal and external stakeholders. An ability to work effectively in a team.
5. Well-developed leadership skills with a proven ability to lead a small team to deliver communications outcomes.
6. High-level organisational and project management skills, with the proven ability to manage competing priorities in a politically sensitive environment subject to change.

## **Position Requirements**

### **Pre-employment**

The Head of the State Service has determined that the person nominated for this role is to satisfy a pre-employment check before taking up the appointment, promotion or transfer. The following checks are to be conducted.

- *Nil*

### **Essential**

Evidence of the following must be provided prior to appointment to this role:

- *Nil*

The person must continue to satisfy the above essential requirements/qualifications throughout their employment in this role.

### **Desirable**

- *A current full car driver licence*
- *Tertiary qualifications in marketing, communications or related discipline and/or experience in marketing and communications activities.*

## **Working at State Growth**

The Department of State Growth works to grow our economy and provide opportunities for all Tasmanians. We provide support and strategy advice in relation to key economic drivers including energy, industry sectors, resources, regulation and infrastructure. We support the delivery of a range of public services and have a strong focus on investment attraction and the development of innovative strategies that drive state growth.

The [department's website \(http://www.stategrowth.tas.gov.au/\)](http://www.stategrowth.tas.gov.au/) provides more information.

Our department is a diverse, inclusive and flexible workplace that enables our people to contribute to their full potential. We value the diverse backgrounds, skills and contributions of all employees and treat each other and our clients with respect.

State Growth is a values-based organisation. Our aim is to attract, recruit and retain people who will uphold our values and are committed to building a strong values based culture. Our values and behaviours reflect what we consider to be important, that is

*Our people* who are at the heart of the organisation; *our decisions* which are based on sound principles; and *our clients* who are at the centre of what we do.

We have the ***Courage to Make a Difference*** through:

- ***Teamwork*** – our teams are diverse, caring and productive
- ***Respect*** – we are fair, trusting and appreciative
- ***Excellence*** – we take pride in our work and encourage new ideas to deliver public value
- ***Integrity*** – we are ethical and accountable in all we do

We are committed to high standards of performance relating to Workplace Health and Safety and all employees are expected to participate in maintaining safe working conditions and practices. State Growth has zero tolerance to violence, including violence against women and any form of family violence. We will take an active role to support employees and their families by providing a workplace that promotes their safety and provides the flexibility to support employees to live free from violence.

All employees are responsible for ensuring that the standards of behaviour and conduct specified in the State Service Principles and Code of Conduct are adhered to (*State Service Act 2000*). These can be located at State Service Management Office ([www.dpac.tas.gov.au/divisions/ssmo](http://www.dpac.tas.gov.au/divisions/ssmo))

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