# Department of State Growth

# Statement of Duties

Position Title: Media Communications Officer

Position number: 373045

Award/Agreement: Tasmanian State Service Award

Classification level: General Stream Band 5

Division/branch/section: State Roads, Stakeholder Communications Branch

Supervisor: Senior Communications Officer

Location: Hobart

Employment status: Flexible

### Position Objective

To strengthen and build State Roads Division’s profile through the provision of communications strategies including the use of digital and traditional media, media advice, and management. Provide support to the Senior Communications Officer.

### Major Duties

* Develop and deliver effective and professional communications and media strategies for the State Roads Division.
* Under broad direction from the Senior Communications Officer, write media releases and work with the Department’s Communications Branch to respond to media enquiries.
* Develop and deliver media events. Coordinate media representatives and stakeholders on site at events.
* Write speeches, event packs and other supporting material for events.
* Provide advice to Division staff on communications and media matters, appropriate communications strategies, activities and tools.
* Produce effective written communication material across a range of media and for a range of audiences.
* Monitor and report on relevant media coverage.
* Work closely with other members of the Stakeholder Communications Branch to develop, implement, manage and review appropriate systems, processes and procedures to support effective and efficient communications activities.
* Report on the effectiveness of communications and media 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 functions exercising a high degree of initiative, discretion and judgment, and ensuring all work carried out is well researched and accurate.

The position operates under general direction and supervision from the Senior Communications Officer. The occupant is required to establish work priorities and manage a workload of complex projects. The occupant is also expected to work closely with the Department’s Communications Branch to ensure communications strategies are consistent with Agency level directions.

### 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. Excellent written and verbal communication skills across a variety of styles and media, with demonstrated experience in confidently and clearly conveying information to a range of audiences.
3. High-level negotiation and media issues management skills, with a proven ability to effectively liaise with others, exercise sound judgment and work collaboratively with internal and external stakeholders.
4. High-level, demonstrated research, analytical and problem solving skills, including the ability to audit and report on existing communications activities to ensure their effectiveness.
5. Well-developed self-managing skills, with demonstrated capacity to be flexible, creative and innovative and to set priorities, meet deadlines and work in a high-pressure environment with limited supervision.
6. High-level ability to work effectively in a team, and to mentor and guide others.

### Position Requirements

#### Pre-employment

* *Nil*

#### Essential

* *Nil*

#### Desirable

* *A current full car driver licence*

### *Tertiary qualifications in public affairs, communications or related discipline and/or experience in public affairs 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; o*ur decisions* which are based on sound principles; and o*ur 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))