

Department of Police, Fire and Emergency Management

STATEMENT OF DUTIES



Title	Manager, Media and Public Communications
Position Number	000016
Business Unit	Media, Communications and Engagement Unit
Branch / Section	Office of the Commissioner/Secretary
Location	Hobart
Immediate Supervisor	Director, Office of the Commissioner/Secretary
Award	Tasmanian State Service Award
Employment Conditions	Permanent, Flexible
Classification	Band 8

Focus:

The Manager, Media and Public Communications provides strategic advice to the Commissioner of Police / Secretary, Director, Office of the Commissioner / Secretary, members of the Agency Executive Group (AEG) and Police Leadership Group (PLG) and senior representatives from Tasmania Police, Tasmania Fire Service and State Emergency Services.

The Manager leads the activities and resources of the Media and Public Communications stream to provide strategic and operational services that support the Agency's vision and strategic priorities

Primary Duties:

- Work collaboratively with the Director, Office of the Commissioner / Secretary, Manager Stakeholder Engagement and Manager Emergency Management Communications to deliver effective media, communications and engagement advice and services in support of strategic priorities.
 - Provide high-level strategic media, communications and issues management advice to senior staff, including members of the Agency Executive Group (AEG) and Police Leadership Group (PLG).
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- Initiate, develop and implement media and communications strategies – in particular utilising media and social media channels.
- Lead the staff of the media and public communications stream in the delivery of high-level advice and operational media services, including provision of an on-call service, delivery of media training for operational personnel and crisis communications for major incidents and emergencies.
- Building strong relationships with key internal and external clients and stakeholders, including media organisations, Ministerial Offices, other Tasmanian Government agencies, and emergency management agencies in other jurisdictions.
- Represent the agency on committees, forums and at meetings a local and national level.
- Provide support for other priorities within the Office of the Commissioner / Secretary and broader agency as required.

Scope of Work:

Responsible for the efficient and effective management of media and social media functions, including budget and resource negotiations and/or policy determination. Accountable for the management of resources, performance and development of staff.

Direction and Supervision:

Broad direction in relation to priorities is received from the Director, Office of the Commissioner / Secretary. The occupant is expected to work autonomously in supporting senior staff, while providing situational awareness for the Director, Office of the Commissioner / Secretary.

Selection Criteria:

1. Extensive experience developing, implementing and evaluating external media and communications strategies, utilising a range of channels including news and social media.
2. Extensive experience in issues management, including providing strategic advice to senior staff, negotiation with media organisations and liaison with Ministerial Offices and other key stakeholders to ensure an effective and coordinated response.
3. Proven ability to co-ordinate media and external communications during emergency management responses, including crime scenes, major departmental exercises and large-scale incidents.
4. Proven ability to lead a team to deliver quality media and communications services and advice in an emergency management environment, with competing priorities and changing deadlines.

5. Highly-developed interpersonal skills, including developing and maintaining collaborative working relationships and negotiating with key clients and stakeholders to achieve outcomes.
6. Highly-developed written communication skills, including the ability to write for a variety of channels and formats and clearly communicate complex issues.
7. Demonstrated high-level knowledge, or the demonstrated ability to acquire such knowledge, of issues relevant to the Department of Police, Fire and Emergency Management.

Qualifications and Experience:

Desirable:

Tertiary qualification in management or public relations/marketing/journalism.

Essential Requirements:

Pre-Employment Checks

The Head of the State Service has determined that a person nominated for appointment to this position is to satisfy a pre-employment check before taking up the appointment, promotion or transfer. Any relevant serious criminal offence or repeated serious offences over any period, which are not mitigated by additional information, may provide grounds for declining an application for appointment. Such offences would include, but are not limited to:

- Arson and fire setting;
- Sexual offences;
- Dishonesty (e.g. theft, burglary, breaking and entering, fraud);
- Deception (e.g. obtaining an advantage by deception);
- Making false declarations;
- Violent crimes and crimes against the person;
- Malicious damage and destruction to property
- Trafficking of narcotic substance;
- False alarm raising.

Code of Conduct:

The State Service Code of Conduct, which is contained in Section 9 of the *State Service Act 2000* (the Act), reinforces and upholds the State Service Principles (s7) by establishing standards of behaviour and conduct that apply to all employees, including the person undertaking these duties, senior officers and Heads of Agency.

Environment and Conditions:

The Department of Police, Fire and Emergency Management (DPFEM) is an agency created under the *State Service Act 2000*. It consists of four operational services: Tasmania Police, Tasmania Fire Service, State Emergency Service and Forensic Science Service Tasmania. The operational services are supported by a range of support functions.

DPFEM strives to provide services that are responsive, socially inclusive and focused on policing, emergency response, community preparedness and emergency management outcomes that contribute to a safe and secure community. The services are delivered by sworn Police Officers, State Service employees (including firefighters and support staff) and volunteers. DPFEM works to make our community safe through the provision of a range of different emergency services, and improve our understanding and respect for our diverse community values and lifestyles.

DPFEM wants a safe workplace where employees work in a manner that reflects the organisational values. The person undertaking these duties is expected to actively participate in developing and maintaining safe work practices and to behave in a manner consistent with the organisational values.

DPFEM is committed to building inclusive workplaces and having a workforce that reflects the diversity of the community we serve. We do this by ensuring that the culture, values and behaviours of DPFEM enable everyone to be respected in the workplace and to have equal access to opportunities and resources. We recognise and respect individual differences as well as people's career path, life experiences and education and we value how these differences can have a positive influence on problem solving, team dynamics and decision making within our organisation.

DPFEM does not tolerate violence, especially violence against women and children.

The working environment is largely office based, however intra-state travel may be required. During emergency incidents, the person undertaking these duties may be required to provide support for the emergency incident.

Employees can expect to be allocated duties, not specifically mentioned in this document, that are within the capacity, qualifications and experience normally expected from persons occupying positions at this classification level.

Terms and conditions of employment are in accordance with the Tasmanian State Service Award.

Approved

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MANAGER, EMPLOYMENT AND ADVISORY SERVICES
BUSINESS AND EXECUTIVE SERVICES