

Department of State Growth

Statement of Duties

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| Position Title: | Senior Communications Officer |
| Position number: | 706304 |
| Award/Agreement: | Tasmanian State Service Award |
| Classification level: | General Stream Band 5 |
| Division/branch/section: | Creative Industries, Sport and Visitor Economy/Operations & Client Engagement |
| Location: | Hobart |
| Employment status: | Flexible, fulltime |
| Supervisor: | Manager Operations and Client Engagement |

Position Objective

To develop and implement engagement, communication, policy and research activities which ensure a coordinated, unified and effective approach to divisional communications and policy design across the division. The position will provide advice to and consultation with division business units, Corporate Communications, Ministers' offices and the public to promote program opportunities and outcomes which strategically align to Tasmanian Government priorities. The role will also align division processes, language and presentation of web, social media, written documentation to with government communications framework, and departmental web strategy. The role will undertake a combination of key division communication activities and represent the division at national communication, policy and research events and working groups.

Major Duties

- Provide advice to the Deputy Secretary; Business Unit Directors and managers in relation to stakeholder engagement strategies (including publications, media and other communications activities) to support divisional priorities.
- Work collaboratively with Corporate Communications to add value to division communication activities aimed at strengthening the division's interaction with community of practice groups across the Creative Industries, Sport and Visitor Economy portfolio. Analyse division target audiences, communication channels and language to maximise the effectiveness and relevance of communication activities.
- Ensure the role of the division as an enabler of development across the cultural, arts and sport sectors is reflected in all engagement, communication and research activities and that the results of these efforts are understood by staff, industry, government and the public.
- Represent the communications needs of the division in a professional manner at a range of events and working groups as required.

- Manage communication channels to internal and external stakeholders through content development for iconnect intranet; business unit web pages, electronic direct mail and social media.
- Participate in business improvement processes, such as reviews of application protocols for the COLLECT Arts Purchase Scheme.
- Provide guidance to business units regarding media requests and public communications, draft Ministerial requests and business unit generated media releases. Act as intermediary between Corporate Communications, business units and their clients to manage expectations regarding promotion of programs, participants and outcomes.
- Ensure all communications are consistent with departmental and whole-of-government policy and negotiate exemptions where applicable.

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

This role is responsible for the day-to-day management and the delivery of client engagement, communication advice and services across the division and its business units. The occupant is expected to co-ordinate a number of strategic and operational projects and to achieve objectives within agreed timeframes.

The role reports to the Manager Operations and Client Engagement and operates under general supervision. The position is expected to be self-managing on a day-to-day basis.

The occupant is also responsible for maintaining a high degree of professional knowledge and awareness of issues, trends and opportunities relevant to the division.

Selection Criteria (Knowledge and Skills):

- Demonstrated experience in providing communications and media advice in a public sector environment, encompassing change management, and preparation of communication plans and other written materials.
- High level experience in developing and managing internal and external stakeholder relationships to progress government priorities and inform stakeholders.
- Excellent written and verbal communications skills including the capacity to communicate accurately, influence and listen to others and respond appropriately.
- High level liaison, negotiation and conflict resolution skills with the ability to manage stakeholder relations and to develop collaborative linkages and networks with clients and industry.
- Highly developed marketing, conceptual and strategic skills with proven ability to support business objectives and outcomes through various communication channels and to multiple audiences.
- Demonstrated ability to work autonomously and to set and meet tight deadlines and manage multiple priorities. A strong knowledge of contemporary project management principles with demonstrated capacity to plan, organise, schedule and deliver outputs.
- An understanding of current issues and policy relevant to Tasmanian Government Creative Industries, Sport and Visitor Economy portfolios.

Position Requirements

Pre-employment

- Nil

Essential

- Nil

Desirable

- Relevant tertiary qualification or commensurate professional experience in communications, public relations, marketing or equivalent.
- A current driver's licence.

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)

Creative Industries, Sport and Visitor Economy

The Creative Industries, Sport and Visitor Economy (CSV) division is part of the Department of State Growth. We are the principal cultural and sporting advisory, development and funding body in Tasmania.

The division consists of: Arts Tasmania, Events Tasmania, Screen Tasmania, Tourism and Hospitality, Active Tasmania, Tasmanian Institute of Sport, Silverdome and Operations & Client Engagement, all supporting sector development, delivery of services, providing funding and stimulating demand. The Tasmanian Museum and Art Gallery is also supported by the division.

The shared purpose of CSV is to enrich Tasmanian life creatively, socially and economically across art, culture, stories, film, events, collections, experiences and sport.