

# JOB DESCRIPTION FORM

## Section 1 - Office Identification

		Effective Date of Document: 1 November 2017
Organisation: CPSU/CSA	Classification: Level 7	Office No: 00076
SECRETARIAT	Title: Coordinator Community Engagement and Communications	
Salaries Agreement/Award: CPSU-CSA Staff Agreement 2014		

## Section 2 - Reporting Relationships

Title : Branch Secretary Classification	Other Offices Reporting directly to this office. Title and Classification:
↑ Responsible to	Branch Assistant Secretary Coordinator, Membership Services Coordinator, Organising Manager, Finance & Information Technology Manager, Building and Facilities Human Resources Officer Executive Officer
This Office	

Officer under the direct responsibility of this role.		
Title:	Classification:	No of FTE's Supervised and Controlled
Campaign & Community Organiser*	L5	3
Marketing & Design Specialist	L5	1
Digital Media Specialist	L5	1
Media Liaison	L5	1
Media Assistant	L4	
*Includes Living Smart Organiser and Equity Organiser functions		



STATEMENT OF DUTIES

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**CONTEXT AND SCOPE**

**Our Vision:**

Our vision is a fair and just society built through the provision of quality public services.

**Our Mission:**

We are a union of workers organising to win better jobs, stronger communities, an inclusive fairer society and a sustainable future.

**Our Values Are:**

Union Values	Public Service Values	Team Values
Collectivism Solidarity Compassion Professionalism Equality Fairness Sustainability Social Justice	Ethical Citizenship Collaboration Integrity Equality Inclusiveness Transparency Accountability Innovation	We will maintain a positive environment that promotes: <ul style="list-style-type: none"> <li>• Constructive and effective communication throughout the organisation and with our partners &amp; community.</li> <li>• Mutual respect for the diversity of opinions and beliefs.</li> <li>• Participation, inclusivity, equality and cooperation.</li> <li>• Innovation, creativity and adaptability.</li> <li>• Adherence to processes and deadlines.</li> <li>• Recognition of performance.</li> </ul>

**Our goals are:**

**Goal A** Promote and advance the rights, job security and working conditions of our members

**Goal B** Increase and diversify our membership base

**Goal C** To grow a diverse and confident network of workplace leaders who represent and activate members and participate in the democracy of our Union

**Goal D** A diverse innovative high performance team with values that align with our union direction and its purpose

**Goal E** To influence the progression of social justice issues that are consistent with our values

**Goal F** Long term financial sustainability

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### MANAGEMENT

- Manages, plans, directs, coordinates and controls the activities of the Community Engagement and Communications Team in accordance with the Union's aims and objectives
- Provides management reports on all projects and activities undertaken by the team
- Monitor the team's resources and funds and prepare submissions concerning resources and funds in the formulation of the Division's budget.
- Manage the performance of staff to ensure an effective contribution is made toward the achievement of the Union's goals within timeframes and in compliance with policies and guidelines.
- Build and maintain a positive work environment.

### STRATEGIC PLANNING & POLICY

- Responsible for the development of and implementation of plans and strategies for stakeholder engagement, communications and marketing
- Undertakes research on more complex aspects of major communications projects and prepares appropriate policy recommendations.
- Assists the Branch Secretary in the communication of the Union's Strategic Plan and Policies.

### COMMUNITY ORGANISING AND STAKEHOLDER ENGAGEMENT

- Proactively establish and manage relationships and partnerships with an extensive network of key stakeholder contacts, with a particular emphasis on government and community.
- Co-ordinate and participate in direct consultation and negotiation with key community and government stakeholders where appropriate.
- Undertake research and analysis, and provide strategic advice and support to organisation on government policy/legislation and stakeholder engagement matters.
- Implements the political strategies associated with the unions' work
- Develop long and short term electoral plans and activities including phone banks and mobilizations for paid canvassers and volunteers
- Develop and implement community volunteer attraction, satisfaction, engagement and retention strategies

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### COMMUNICATIONS & MEDIA

- Oversees, develops and maintains high standards of communication with the print, broadcast and online media.
- Under the direction of the Branch Secretary promotes the organisation throughout the membership, the WA public sector and broader public.
- Assists the Branch Secretary with the management of the Union's communications and promotion of all subsidiary bodies.

### MARKETING & EVENTS MANAGEMENT

- Ensures the visual and corporate brand of the Union is maintained and upheld with consistency and integrity across the organisation, in the public and when the Union is mentioned or referenced by stakeholders.
- Establishes, develops and maintains an effective and efficient marketing strategy for the Union through appropriate use of a range of mediums including print, online, broadcast media, outdoor and ambient.
- Guides and coordinates the marketing and communications components of campaigns to meet campaign objectives and identify opportunities for growth, media coverage, engagement and public participation related to the campaign/s.
- Organises market research, as required, to ensure the Union's requirements are effectively met within acceptable timeframes.
- Coordinates the Union's advertising activities; including producing and editing materials, booking and scheduling placement in relevant media.
- Maintains and improves the Union's website and associated platforms, to ensure the Union's online presence effectively addresses member needs and evolves to meet the technological needs of the organisation, the membership and stakeholders.
- Coordinates member, delegate and special events including communications and networking in support of events, and assists with development of new opportunities to build community awareness.

### BUDGET

- Manages the unit's budget allocation to ensure efficient and effective delivery of materials, products and resources required to meet the Union's marketing and communications objectives.

SELECTION CRITERIA

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**ESSENTIAL**

- Demonstrated ability to develop and implement comprehensive campaigning and organising strategies
- Bachelor level qualification in a relevant discipline.
- Substantial experience in managing communications and media strategy.
- Experience in managing web presence and online engagement using a variety of CMS and social platforms and ability to evaluate the effectiveness of marketing activities through the use of data and research information.
- Established networks and relationships with government and community stakeholders.
- Working knowledge of the Western Australian political and industrial relations landscapes; including the ability to identify major leaders, ministers and stakeholders.
  - Excellent communication (written and verbal), interpersonal and influencing skills, as well as a proven ability to establish and maintain good working relationships and partnerships, within government, media and community environments.
  - A well-developed ability to lead and develop a small team, including demonstrating Union values and ethics.
  - Demonstrated ability to coach others in the application of organising and comprehensive campaigning strategies and techniques.

**DESIRABLE**

- Communications and messaging expertise
- Graphic design and development skills, with experience in Adobe Creative Cloud/Suite.