

JOB DESCRIPTION FORM

Section 1 - Office Identification

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| Organisation: CPSU/CSA | Classification L7 | Effective Date of Document: 1 June 2022 |
| | Office No: 00006 | |
| Division: Communications & Engagement | Title: Coordinator Communications & Engagement | |
| Salaries Agreement/Award: CPSU/CSA Staff Agreement 2020 | | |

Section 2 - Reporting Relationships

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| <p>Title: Branch Secretary Classification:</p> <p>Title: Branch Assistant Secretary Classification</p> <p>↑ Responsible to This Office</p> | <p>Other Offices Reporting directly to this office. Title and Classification:</p> <p>Coordinator Membership Services Coordinator Corporate Services Coordinator Organising Executive Officer</p> |
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| Offices under direct responsibility of this role: | | |
|---|-----------------|--------|
| Title: | Classification: | Nos: |
| Marketing & Design Specialist | L5 | 1 |
| Customer Systems Administrator | L5 | 1 |
| Digital Media Specialist | L5 | 1 |
| Media Liaison | L5 | 1 |
| Governance and Policy Officer | L5 | 1 |
| Business Analyst | L5 | 1 (.5) |
| Communications Officer | L4 | 1 |
| Database Administrator | L2/3 | 1 |

Section 3 - Key Responsibilities

State BRIEFLY the key responsibilities or prime function of the job.

Manages and coordinates the activities of the Communications and Engagement Division of the CPSU/CSA. The position is responsible for the development and implementation of the Communications and Engagement plans and strategies of the branch to achieve the Union's aims and objectives.

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| STATEMENT OF DUTIES | | Effective Date of Document: 1 June 2022 |
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Section 4: CONTEXT AND SCOPE

The Community & Public Sector Union SPSF Group (WA Branch)/Civil Service Association of WA (Inc) [CPSU/CSA is the State Public Sector Union of WA].

Purpose:

The CPSU/CSA is a union of members working to deliver public services in WA.

The purpose of our union is to develop the capacity and confidence of members to collectively build and maintain power in their workplaces.

We exercise this power to win improved industrial and workplace rights, fairness and dignity.

Strong union workplaces deliver better public services for WA.

Ambition:

To be a growing, active, member-led union that builds power to win.

Theory of Union:

If we organise and mobilise members to build action at scale, and align worker and community interests, we will pressure the government to improved public sector jobs and service delivery.

Values:

- Equity: we acknowledge imbalances of power within our society and seek for all people to be able to access the opportunities and support they need to reach their full potential and lead their lives with dignity.
- Justice: we pursue fair and just treatment for people in and beyond the workplace.
- Respect: we celebrate diversity, genuinely listen to each individual voice, and treat all people with respect and dignity.
- Solidarity: we support and stand with others in their struggle for justice.
- Integrity: we act with transparency and accountability and always in the interests of members.

Section 5 – Statement of Duties

STATEMENT OF DUTIES

Effective Date of Document:

1 June 2022

Title: Coordinator Communications
& Engagement

Classification:
Level 7

Office No:
00006

STRATEGIC PLANNING & POLICY

- Participates in CPSU/CSA staff leadership group to assist the Branch Secretary in the development, review, and communication of the Union's strategic plan and relevant policies.
- Makes policy and strategy recommendations relevant to communications and engagement.
- Coordinates the development, review and recommendations for a responsive multi-stakeholder engagement plan and its delivery.

COMMUNICATIONS

Oversees the deployment of the organisation's communications strategy in line with the CPSU/CSA Strategic Plan.

Oversees, develops, and maintains high standards in the area of digital and other communications.

- Oversees engagement with, and effective utilization of, print and broadcast media to further the Union's strategic objectives and promote its public profile.
- Assists the Branch Secretary with the management of the Union's communications.
- 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.
- Coordinates support for membership and stakeholder events as required. [P. 15 SEP]
- Ensures the Branch Secretary is informed of public relations issues for the Union in a timely manner.

MEMBER ENGAGEMENT

- Coordinates member and delegate engagement through the management of membership data and online platforms to optimise recruitment, retention, and participation.
- Responsible for the development of strategies to effectively utilize data to meet the Union's strategic objectives.
- Monitors digital technology and engagement trends and assesses their applicability to a Union context.
- Oversees the maintenance and improvement of the Union's website, database, and associated platforms.

POLITICAL AND POLICY ENGAGEMENT

- Coordinates the implementation and maintenance of political engagement in line with the CPSU/CSA Strategic Plan.
- Identifying and utilising proactive opportunities to pursue policy, industrial and political outcomes from the strategic plan.
- Responding to reactive opportunities in policy, industrial and political landscapes.
- Oversees support to the Secretariat on matters of policy and governance.

MANAGEMENT

- Manages, plans, coordinates, and directs the operations of the Communications and Engagement Team to contribute to the achievement of the objectives of the Union's strategic plan.
- Reports on and ensures the timely delivery of projects allocated to the team.
- Identifies and implements strategies to provide ongoing training and development of staff within team.
- Manages 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.
- Effectively manages the Team's budget allocation to ensure resources are directed toward the achievement of the Union's strategic objectives.
- Responsible for ensuring good financial governance practices are observed within the Digital and Communications team.

Section 6 – Selection Criteria

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| SELECTION CRITERIA | | Effective Date of Document: 1 June 2022 |
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ESSENTIAL

- Relevant tertiary qualifications, equivalent professional qualification or demonstrated experience in the same or similar role.
- Experience with contemporary customer relations management (CRM) systems, digital technology and engagement, media, communications and/ or marketing and public relations.
- Working knowledge of the Western Australian political and industrial relations landscapes; including the ability to identify major leaders, ministers, and stakeholders.
- Ability to lead and develop teams of people.
- Demonstrated strategic and operational planning skills.
- Ability to manage, coordinate and monitor several projects at the same time.
- Ability to evaluate the effectiveness of strategies and activities through the use of data and research information.
- Excellent time management skills.
- Strong written and verbal skills.
- Commitment to union values

DESIRABLE

- Experience in Adobe Creative Cloud/Suite, IMiS and Nationbuilder.
- Experience in managing and developing a multidisciplinary team.