



# Employment Information Package

## Communications and Education Lead

Western Metropolitan Regional Council (WMRC)

2/317 Churchill Avenue, Subiaco WA 6008

Closing date: 4.30pm, 30 April 2026

### About this Package

This Employment Information Package has been prepared to support prospective applicants for the Communications and Education Lead role at the Western Metropolitan Regional Council (WMRC). It provides an overview of the organisation, the strategic context of the role, how it fits within the organisational structure, and what WMRC is seeking in a successful applicant.

Applicants are encouraged to read this information carefully before submitting an application.

### WMRC Member Councils

Town of Claremont | Town of Cottesloe | Town of Mosman Park | City of Subiaco | Shire of Peppermint Grove

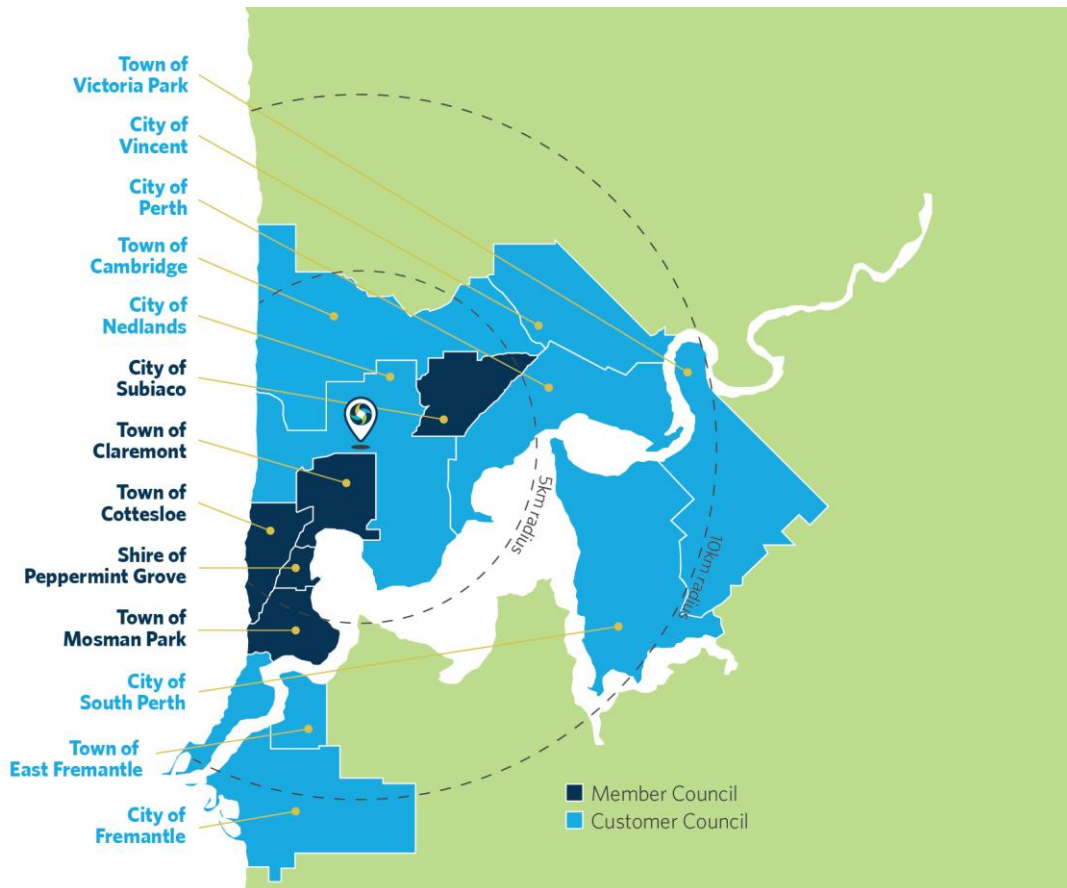
# Contents

About WMRC .....	3
The Western Metropolitan Regional Council .....	3
Communications and Education at WMRC .....	4
The Organisational Structure .....	4
The Position .....	5
Functional Leadership.....	5
Operating Environment and Complexity.....	6
Employment Package.....	6
Lodging Your Application .....	6
The Selection Process .....	6
Position Description.....	6

## About WMRC

### The Western Metropolitan Regional Council

The Western Metropolitan Regional Council (WMRC) is a purpose-driven regional local government that supports its Member Councils to deliver effective, sustainable and well-coordinated waste management and resource recovery services.



Operating through a shared services model, WMRC enables its five Member Councils to achieve outcomes that would be difficult, inefficient or impractical to deliver individually. By pooling expertise, infrastructure and investment, WMRC provides scale, consistency and specialist capability across Perth's central-western suburbs—an area characterised by smaller council populations and diverse community needs.

WMRC operates the West Metro Recycling Centre in Shenton Park, a critical regional facility that aggregates, transfers and manages a wide range of waste and recovered materials from residents, businesses and contractors. In addition, WMRC delivers waste-related services on a commercial basis and provides regionally coordinated communications and education services that support waste avoidance, reuse and recovery.

Under the Council Plan 2026, WMRC is strengthening its role as a regional leader, supporting waste management outcomes for Member Councils and contributing to improved environmental, financial and system-wide performance across the west-central metropolitan region.

## Communications and Education at WMRC

Communications and Education is not a support function at WMRC—it is a strategic enabler of environmental, financial and service outcomes.

Informed communities make better choices. Clear, consistent messaging improves participation, reduces contamination, and builds trust. At a regional level, coordinated communications and education enable Member Councils to achieve better outcomes with fewer resources.

The Communications and Education (C&E) function sits at the intersection of:

- service delivery
- environmental performance
- policy and advocacy
- organisational reputation

and plays a central role in translating WMRC’s strategic priorities into practical, real-world outcomes.

The function contributes directly to multiple Council Plan and Corporate Plan themes, including:

- Community Engagement and Behaviour Change
- Environmental Performance and Resource Recovery
- Policy Influence and Sector Leadership
- Market Development and Financial Sustainability
- Service Excellence and Asset Optimisation

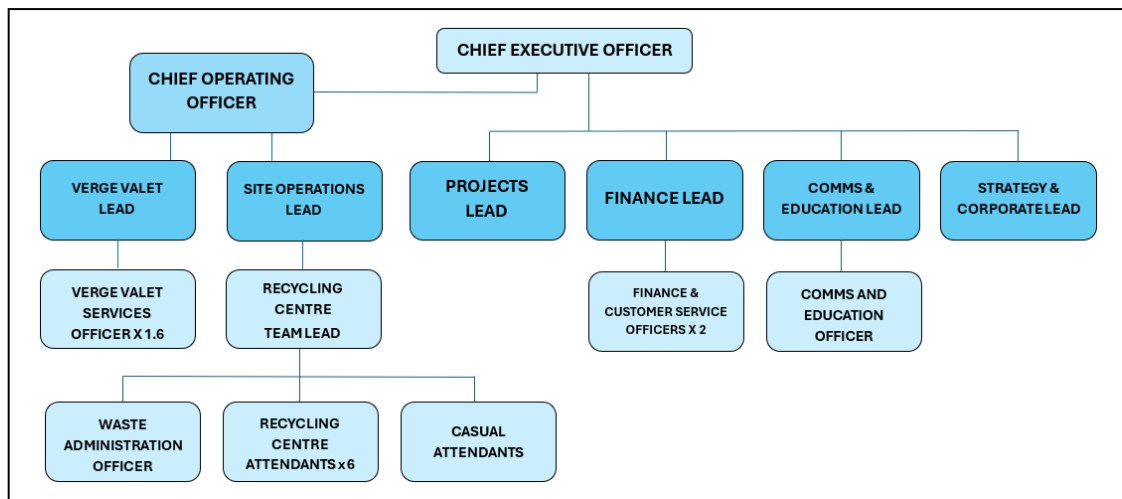
In practice, the function designs and delivers regionally aligned communications and education initiatives that:

- reduce waste generation
- support correct disposal and contamination reduction
- increase participation in reuse and recovery systems
- enable consistent, evidence-based messaging across Member Councils
- reinforce WMRC’s role as a credible and constructive sector leader

## The Organisational Structure

The Communications and Education Lead is a senior professional role within WMRC’s flat, leadership-led organisational structure, established through the approved Workforce Plan 2026.

Rather than traditional managerial layers, WMRC operates with clearly defined functional leads who hold end-to-end accountability for their areas and collaborate closely across the organisation.



The role:

- is a member of the broader leadership group
- reports directly to the Chief Executive Officer
- works closely with the Chief Operating Officer and other functional Leads, including Strategy & Corporate, Projects, Finance, Verge Valet and Operations

This structure ensures communications and education considerations are embedded early in service design, policy advocacy, market development and community engagement.

## The Position

### Functional Leadership

The Communications and Education Lead provides strategic leadership and practical direction for WMRC's communications and education function.

The role balances:

- strategic planning and prioritisation
- leadership of programs and initiatives
- collaboration with Member Councils and external partners
- hands-on involvement in priority work where it adds value

The Lead ensures communications and education activities are:

- outcome-focused
- informed by operational realities
- aligned with policy and regulatory settings
- delivered within organisational capacity and resources

Importantly, the role enables communications and education to operate as a connector across the organisation, supporting integrated decision-making rather than functioning as a downstream delivery service.

## Operating Environment and Complexity

The Communications and Education Lead operates in an environment that is:

- subject to ongoing policy and regulatory change
- shaped by evolving waste and resource recovery markets
- influenced by regional governance and political considerations
- highly sensitive to community trust, clarity and credibility

Success in the role requires strong communications expertise combined with sound judgement, systems thinking, and an understanding of public-sector governance and accountability.

## Employment Package

Appointment is on a full-time basis under the Local Government Industry Award 2020 – State Industrial Agreement.

The remuneration package includes:

- Cash salary: \$112,098 – \$126,088
- Up to 5% additional employer superannuation, subject to matching employee contribution
- 22 days annual leave, with 17.5% leave loading

Ordinary hours of work are 38 hours per week.

## Lodging Your Application

Applications must include:

- Cover letter addressing the essential and desirable selection criteria
- Curriculum vitae / résumé outlining relevant experience, qualifications and professional memberships

Applicants should provide contact details for at least two referees, preferably including a current or recent supervisor.

Applications should be submitted to:

[stuart.devenish@wmrc.wa.gov.au](mailto:stuart.devenish@wmrc.wa.gov.au)

Applications close at 4.30pm on 30 April 2026.

## The Selection Process

Shortlisting and selection will be based on merit, with reference to demonstrated skills, experience and alignment with the role requirements.

The selection process can be expected to include shortlisting for interview and referee checking.

## Position Description

A detailed Position Description, including responsibilities, key competencies and selection criteria, is attached and forms part of this Employment Information Package.



## POSITION DESCRIPTION

### COMMUNICATIONS AND EDUCATION LEAD

<b>Position Reference:</b>	CE-LD-01
<b>Classification Level:</b>	Level 8
<b>Report to:</b>	Chief Executive Officer
<b>Employment type:</b>	Full Time Permanent
<b>Location:</b>	WMRC Administration Offices (Subiaco)
<b>Award/Agreement:</b>	Local Government Industry Award 2020 – State Industrial Agreement

#### About the Western Metropolitan Regional Council

The Western Metropolitan Regional Council (WMRC) is a local government organisation representing five Member Councils, with additional service delivery to customers across the commercial, residential, and broader local government sectors. WMRC's core purpose is to support Member Councils in the effective management of waste. This is achieved through the provision of communications and education services, operation of a waste transfer facility, and delivery of waste-related services on a commercial basis to other local governments and customers.

#### Primary Purpose of Role

The Lead, Communications and Education provides strategic leadership and operational direction for the organisation's communications and education function and is a member of the organisation's senior leadership group, contributing to whole-of-organisation strategy, planning and performance.

The role is responsible for translating the Council Plan and Corporate Plan into prioritised, outcome-focused communication and education initiatives that support waste avoidance, correct disposal and increased participation in reuse and resource recovery systems.

Working collaboratively with Member Councils, government, industry, non-government organisations and internal stakeholders, the Lead ensures messaging is consistent, evidence-based and aligned with operational capability and policy settings. The role supports the organisation's leadership and advocacy objectives by strengthening community understanding, supporting informed behaviour change and contributing to improved environmental and system-wide performance over time.

#### Extent of Authority

The position is authorised to:

- Provide professional advice and recommendations to the leadership group and internal stakeholders on communications, education and engagement matters.

- Lead the development and delivery of communication and education initiatives, campaigns and materials consistent with organisational objectives, governance requirements and brand guidelines.
- Make day-to-day operational decisions relating to communications and education activities, priorities, workflows and resource allocation within approved budgets and delegations.
- Manage assigned budgets and procure goods and services (including consultants and contractors) within approved financial delegations and organisational policies.
- Represent the organisation in communications, education and engagement forums, working groups and operational meetings, as delegated.

The position does not have authority to:

- Commit the organisation to significant strategic positions, expenditure outside delegation, or changes to policy without approval from the Chief Executive Officer.
- Issue media statements, public advocacy positions or politically sensitive communications without endorsement through established approval processes.
- Make decisions that alter organisational strategy, governance arrangements or Member Council obligations.

The extent of authority exercised may expand over time in line with demonstrated capability, organisational confidence and changing operational or strategic requirements, subject to approved delegations.

### Responsibilities and Accountabilities

Strategic Leadership	<ul style="list-style-type: none"> <li>• Establish and maintain clear priorities for communications and education initiatives, balancing strategic impact, organisational capacity and Council and Corporate Plan timeframes.</li> <li>• Sequence and stage initiatives to ensure sustainable delivery and measurable progress against agreed outcomes.</li> <li>• Maintain close collaboration with the Strategy and Corporate Lead to support a consistent and coordinated approach across the organisation.</li> </ul>
Communications and Education Delivery	<ul style="list-style-type: none"> <li>• Lead the design, implementation and evaluation of integrated communication, education and engagement initiatives that directly support waste avoidance, contamination reduction, correct disposal practices and increased participation in reuse and resource recovery.</li> <li>• Ensure communications and education initiatives are informed by operational realities, processing requirements, market conditions and regulatory settings, working collaboratively with the leadership group.</li> <li>• Develop and oversee consistent, clear and accurate messaging that aligns with Member Council initiatives, regional service settings and emerging system changes.</li> <li>• In collaboration with the Verge Value Lead, monitor the Recycling Hotline performance, including call handling,</li> </ul>

	<p>escalation pathways, response times and quality of information provided.</p>
Stakeholder and Community Engagement	<ul style="list-style-type: none"> <li>• Build and maintain strong, collaborative relationships with Member Councils, government agencies, industry partners and other stakeholders to support aligned messaging and joint initiatives.</li> <li>• Provide expert advice and support to Member Councils on communications and education approaches, tools and campaigns.</li> <li>• Represent the organisation in public, professional and sector forums as required, reinforcing its role as a credible leader and advocate.</li> </ul>
Policy Influence and Advocacy Support	<ul style="list-style-type: none"> <li>• Support and contribute to the organisation's advocacy and policy influence objectives by developing communication and education initiatives that improve understanding of waste and resource recovery policy settings, reforms and market developments.</li> <li>• Work with the leadership group to translate policy and regulatory changes into clear, practical and timely messages for Member Councils and stakeholders.</li> <li>• Contribute to sector communications, submissions and thought-leadership activities that reinforce the organisation's role as a credible regional leader.</li> </ul>
Team and Resource Management	<ul style="list-style-type: none"> <li>• Lead, mentor and develop the Communications and Education team, fostering a high-performance culture, professional capability and continuous improvement.</li> <li>• Manage team resources, budgets and external service providers to ensure value for money and effective delivery of agreed outcomes.</li> </ul>
Performance, Reporting and Continuous Improvement	<ul style="list-style-type: none"> <li>• Establish clear objectives, performance measures and reporting frameworks for communications and education activities.</li> <li>• Monitor, evaluate and report on the effectiveness and impact of initiatives, using data and feedback to inform continuous improvement.</li> <li>• Identify emerging issues, risks and opportunities and proactively adapt strategies and approaches accordingly.</li> <li>• Align communication and education performance measures with relevant Council Plan indicators, including participation rates, contamination trends, messaging reach and behavioural outcomes, to demonstrate contribution to organisational success.</li> </ul>
Governance and Compliance	<ul style="list-style-type: none"> <li>• Ensure all communications and education activities comply with legislative requirements, organisational policies, governance standards and brand guidelines.</li> <li>• Manage reputational risk by ensuring communications are accurate, balanced and timely.</li> </ul>

## **Key Competencies**

### *Waste and Resource Recovery Industry Knowledge*

Demonstrates sound knowledge of the waste and resource recovery sector, including waste streams, service models, regulatory frameworks, market dynamics and emerging trends, and applies this understanding to deliver accurate, credible and effective communications and education initiatives that translate technical concepts into clear messaging and support best-practice waste management and positive environmental outcomes.

### *Strategic Thinking and Systems Perspective*

Demonstrates the ability to think strategically across organisational, sector and community contexts, understanding how communications and education initiatives support broader environmental, financial and policy objectives. Anticipates emerging trends, risks and opportunities and integrates them into long-term planning.

### *Leadership and People Development*

Provides confident, inclusive and values-based leadership. Creates a culture of accountability, collaboration and continuous improvement.

### *Expert Communication and Influence*

Exhibits advanced written, verbal and digital communication skills, with the ability to translate complex technical or policy information into clear, accessible and compelling messages for diverse audiences. Influences internal and external stakeholders effectively without reliance on formal authority.

### *Behaviour Change and Community Education Capability*

Demonstrates strong understanding of behaviour change principles, community engagement and education techniques, and applies them to achieve measurable participation and outcomes in waste avoidance and resource recovery.

### *Stakeholder and Partnership Management*

Builds and sustains productive relationships with Member Councils, government agencies, industry partners and community stakeholders. Works collaboratively to align priorities, manage differing perspectives and deliver shared outcomes.

### *Political and Organisational Acumen*

Understands the operating environment of local and regional government, including governance, decision-making processes, public accountability and reputational considerations. Exercises sound judgement, discretion and professionalism.

### *Analytical Thinking and Performance Focus*

Uses data, research and evaluation to inform decision-making, assess effectiveness of initiatives and drive continuous improvement. Able to define success measures and demonstrate the impact and value of communications and education activities.

### *Resource and Project Management*

Effectively plans and manages budgets, resources, contractors and project timelines, ensuring value for money and delivery within agreed scope and constraints.

### *Resilience and Adaptability*

Remains effective in a changing, high-profile or politically sensitive environment; adapts approaches in response to feedback, changing priorities or emerging issues while maintaining strategic focus.

### *Integrity and Professional Accountability*

Acts with integrity, transparency and fairness, modelling organisational values and meeting legislative, governance and ethical obligations at all times.

## Selection Criteria

### Essential Criteria

- 1 *Sector expertise*  
Demonstrated understanding of the waste and resource recovery sector, with the ability to apply this knowledge to deliver credible and effective communication and education initiatives for diverse audiences.
- 2 *Strategic communication and planning capability*  
Demonstrated capability in developing, prioritising and delivering strategic communications and education initiatives within organisational capacity, timelines and resources.
- 3 *Leadership and collaboration*  
Demonstrated people leadership capability, including the ability to guide or supervise staff and work collaboratively across teams and organisations.
- 4 *High-level communication and stakeholder engagement skills*  
Highly developed written and verbal communication skills, with experience engaging stakeholders and partners to align messaging, manage expectations and support shared outcomes.
- 5 *Community engagement, behaviour change and improvement focus*  
Understanding of behaviour change and community engagement principles, with the ability to evaluate outcomes, use data and feedback, and continuously improve initiatives.
- 6 *Professional judgement, integrity and adaptability*  
Sound judgement and organisational awareness in a public-sector context, supported by high standards of integrity, resilience, adaptability and a commitment to professional growth.

### Desirable Criteria

- 1 *Functional or portfolio leadership experience*  
Experience leading or significantly shaping a communications, engagement or education function, including responsibility for strategy development, delivery and performance evaluation.
- 2 *Senior-level organisational exposure*  
Experience operating at, or contributing to, senior leadership or executive-level decision-making, including input into organisational planning, reporting or governance processes.
- 3 *Local government or complex public-sector environment experience*  
Experience working within local or regional government, or a comparably complex public-sector or regulated environment, with an understanding of political, reputational and accountability considerations.
- 4 *Commercial and resource management experience*  
Experience managing budgets, external consultants or service providers, including procurement oversight and performance management.
- 5 *Sector influence or system-level engagement*  
Experience supporting policy development, advocacy, inter-agency collaboration or sector-wide initiatives through communications, engagement or education activities.

Position Description Review Date:	April 2026
-----------------------------------	------------