



### Our Purpose

To provide safe, customer-focussed, integrated and efficient transport services.

<b>Position Title</b> Communications and Publications Manager	<b>Level</b> 6	<b>Position Number</b> 34502
<b>Division/Directorate</b> Corporate Communications	<b>Branch/Section</b>	
<b>Effective Date</b> May 2016	<b>Health Task Risk Assessment Category</b> 5	

### Reporting relationships

Superordinate: Manager Corporate Communications, Level 8  
Subordinates: Communications & Publications Officer, Level 4  
Communications Officer, Level 4

### Key role of this position

- In consultation with the Manager Corporate Communications manages the planning, development and implementation of internal and external communications strategies.
- Manages and reviews content, style and distribution of the organisation's official internal publications.

### Core duties and responsibilities

#### Communications Management

- In consultation with the Manager Corporate Communications manages the planning and development of internal and external communication programs, presentations, publications and newsletters to ensure they are aligned with the PTA's strategic and organisational objectives.
- Manages the Public Transport Authority's (PTA) internet and intranet design and content.
- Manages the PTA's corporate style and provides advice to the PTA's Divisions on its application.
- In consultation with the Manager Corporate Communications develops and implements systems and processes to ensure that Corporate Communications is well-informed about the activities of the PTA.
- Liaises with other Departments and Divisions to identify and prioritise their communication needs and develops relevant strategic solutions as required.
- Undertakes high level research and writes and manages the production of internal media, including, Transnet, Transnews and Transmail.
- Provides strategic advice on the use of social media at the PTA and monitors its continuing use.

#### Policy Development

- Provides substantial contribution to the establishment and implementation of PTA policy for corporate communication matters.



- Participates as a member of the Policy Review Group (PRG) in reviewing PTA policy, procedures and guidelines for submission to the Corporate Executive.
- Identifies and manages the implementation of process and system improvements relating to managing communication.

### **Program Management**

- Provides the communications lead for PTA partnership programs, including OnePTA, Recognition Program (Arrows) and employee engagement activities.
- Contributes to the planning, development and implementation of public relations strategies to promote corporate initiatives.
- Manages and promotes internal and external PTA events including launches, displays and various functions.

### **Corporate Communications Branch Team Member**

- Participates as part of the management structure and as a constructive member of the Corporate Communications Team and the Commission Division.
- Maintains knowledge of, and contact with, industry, communities, special interest groups and clients of the agency.
- Manages the production of external publications, ensuring consistency with policy and style guidelines.
- Maintains a commitment to self-learning and development.
- Other duties as required.

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## **Essential Work Related Requirements**

### **1. Job Specific**

- Substantial knowledge of and experience in managing the planning and development of contemporary internal and external communications strategies and in delivering a range of communication programs and activities.
- Demonstrated knowledge of the workings of a Public Sector Agency or a large corporate organisation.

### **2. Leadership and Management**

- Demonstrated ability to achieve organisational goals by leading others in meeting challenges.

### **3. Communication and Interpersonal**

- Highly developed written, oral and interpersonal skills including a demonstrated ability to build and maintain effective working relationship internally and externally.

### **4. Conceptual, Analytical and Problem Solving**

- Highly developed conceptual, analytical, research and problem solving skills.

### **5. Organisation**

- Well developed planning and organisational skills, including the demonstrated ability to prioritise competing demands to meet required deadlines.
- Ability to work autonomously and within a team environment.

### **6. Computer Literacy**

- Considerable understanding of content management systems and desktop publishing.



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**Special Appointment Requirements**

- Satisfactory completion of required medical examinations to verify physical fitness to perform the duties of the position.
- Provision of a current National Police Clearance certificate, dated 3 months or less from the date of application for the position.
- Possession of a current Western Australian “C” or “C-A” Class Drivers License or equivalent. This requirement continues for the duration of employment in this position and from time to time production of the licence on request by the Authority may be required.

**Certification**

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

**Managing Director / Executive Director / General Manager**

.....  
**Signature**

.....  
**Date**

**Employee**

I have read and accept the responsibilities of the Job Description Form.

The position’s duties are to be performed in accordance with the PTA’s Code of Conduct and the PTA’s Values.

.....  
**Signature**

.....  
**Date**



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