

**Region / Portfolio:**

Road Safety Commission

**Position Description Number:**

Generic 636

**Directorate / Command / District / Division:**

Education and Behaviour Change

**Level:**

Level 3

**Work Unit:**

Marketing

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**Employment Conditions**

Industrial Agreement/Award: Current PSA, PSCSAA and if applicable Agency Specific Agreement

Work Pattern: Monday – Friday (Day Work): May be required to work outside normal operating hours

Location: Perth

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**Position Objective**

Contributes to and provides advice on the conceptualisation, design, and preparation of artwork for all aspects of Commission graphic design and visual communications.

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**Role of Portfolio/Unit**

The Road Safety Commission is a discrete unit attached to the Western Australia Police Force and administratively accountable to the WA Police Commissioner but, through the Road Safety Commissioner, reports directly to the Minister for Road Safety on road safety matters. The Commission is responsible for leading the development, integration and implementation of state-wide road safety strategies, policies and programs to reduce serious crashes on Western Australian roads.

Our vision is to eliminate life changing road trauma in Western Australia. We aim to achieve this through a safe road-user-culture and a systems approach that encourages safe behaviours and reduces the risks in the road network by improving the safety features of roads and vehicles, so that crashes do not result in serious harm. We seek ambitious, step change improvements on this journey through a paradigm shift to a safety culture approach.

Our values of **Collaboration – Trust – Integrity - Professionalism** underpin all we do. These values guide the way we conduct our work, how we engage with others and deliver services to our customers. Each Commission employee's ability to demonstrate how they apply our values is important. The Commission's values complement those of the WA Police Force which are Duty, Teamwork, Integrity and Care.

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**Reporting Relationships**

This position reports to:

- Digital Communications Coordinator, Level 5

Direct reports to this position include:

- Nil

Total number of positions under control: Nil

Position Title: Digital Layout and Media Officer	Level: Level 3	Position Number: Generic 636
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## **Key Accountabilities**

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### **1 Digital Communications and Design (60%)**

- 1.1 Contributes to and provides advice on the conceptualisation, design, and preparation of artwork for all aspects of Commission graphic design and visual communications, publications, print materials, signage, advertisements and promotional materials for the purpose of corporate identity, exhibitions, events or other road safety products.
- 1.2 Ensures all material is consistent with corporate branding standards and is in line with corporate and state government policy.
- 1.3 Manages the electronic and physical archiving of original artwork associated with corporate publications, displays and promotional material.
- 1.4 Works with colleagues within the strategic communications team to prepare website graphics (banners and social media campaign images).
- 1.5 Assists with the development of corporate documentation inclusive of templates in a design context.
- 1.6 Manages the Commission's videography, photography, editing and production requirements and quality.

### **2 Social Media Management (35%)**

- 2.1 Assists in the development, implementation and evaluation of digital communications and social media projects, initiatives and activities.
- 2.2 Uses approved social media management tools to identify and respond to stakeholder queries via the Commission's social media platforms.
- 2.3 Supports the Digital Communications Coordinator to deliver and monitor the Commission's social media activity.
- 2.4 Assists with the evaluation, research and reporting on digital communications and social media to improve effectiveness and performance.
- 2.5 Ensures content published to social media platform is consistent with Western Australia Police Force and state government policy.

### **3 Other (5%)**

- 3.1 Understands and complies with information security policies and procedures to ensure information holdings/systems are kept confidential and utilised accurately and reliably.
- 3.2 Demonstrates and advocates a high level of ethics and integrity in accordance with the agency's professional standards and Code of Conduct including reporting wrongdoing.
- 3.3 Undertakes other duties as directed.

Position Title: Digital Layout and Media Officer	Level: Level 3	Position Number: Generic 636
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**Work Related Requirements**

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**Essential**

Graphic design, photography, and videography skills

**Context in which work related requirements will be applied and or general standard expected.**

Applying digital and graphical design in the creation, development and implementation of digital products and social media activities. Application of desktop publishing and graphic design packages. Demonstrated ability to conceptualise, interpret and present information in a creative visual format.

Organisational skills

Managing own workload effectively by planning and prioritising work to meet deadlines. Demonstrating self-motivation and initiative to achieve work objective with minimum supervision.

Communication skills

Building and sustaining positive relationships with team members and clients. Liaising effectively with all levels of personnel; providing courteous, prompt and professional service. Being responsive to changes in client needs and expected outcomes; keeping clients informed on progress.

Analytical and problem solving skills

Researching information relevant to work tasks and responsibilities, identifying solutions to problems.

Ability to work in a team environment

Building and sustaining positive relationships with team members. Actively participating and contributing to tasks and supporting the team's development. Contributing to positive workplace change.

**Desirable**

Possession of, or progression towards, a relevant tertiary qualification

Graphic design, communications, marketing, public relations or equivalent

**Capability Framework**

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The framework is intended to support staff and supervisors through the performance cycle and identify core competencies relevant to the rank and/or classification level.

**Leadership Context**

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We believe all our people are leaders irrespective of their role. We consider this as critical to our success and, to support this, we have adopted [Leadership Expectations](#) which provides a common understanding of the mindsets and expected behaviours required of all our employees and the public sector.

The leadership context for this role is Personal Leadership.

**Certification**

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These details are an accurate statement of the duties, responsibilities and other requirements of the position.

Position Title and Work Unit	Name	Date
Manager, People and Capability	Damon Veitch	05/08/2024
Commissioner, Road Safety Commission	Adrian Warner	05/08/2024