



# Principal Media Advisor

## POSITION DESCRIPTION FORM

**Region / Portfolio:**

Road Safety Commission

**Position Description Number:****Directorate / Command / District / Division:**

Office of the Commissioner

**Level:**

Level 7

**Work Unit:**

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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**

The Principal Media Advisor provides strategic advice on media engagement and public communication to the Road Safety Commissioner and the Office of the Minister For Road Safety. It shapes messaging and evaluates risks in communicating clear, accurate, and effective road safety information across traditional and digital media channels. This role leads a small team in responding to media enquiries and delivering proactive media opportunities through positive relationships with media and community stakeholders to directly influence the positive reputation and perceptions of the Road Safety Commission.

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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:

- Road Safety Commissioner

Direct reports to this position include:

- Senior Media Advisor, Level 6

Total number of positions under control: 2 (TBC)

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## Key Accountabilities

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### 1 Media Management (50%)

- 1.1 Leads and manages the development, implementation, monitoring and evaluation of the Commission's media policy, brand strategy and public relations campaigns to support the Commission's strategic objectives.
- 1.2 Oversees all aspects of communication between the Commission and media to directly influence and create positive perceptions crafting clear, compelling messaging for complex or sensitive topics.
- 1.3 Oversees the development and implementation of strategies to promote and maintain a positive profile for the Commission, including the development of proactive messaging for broadcast media and digital platforms, and representing the Commission at media opportunities.
- 1.4 Provides strategic advice on actual or potential media related issues to the Minister, Commission executive and other staff as required.
- 1.5 Recommends and develops strategies to facilitate positive outcomes for contentious and complex issues including liaison with relevant staff within the Commission.
- 1.6 Researches and gathers information in the management of responses to media queries, and oversees the development of speaking points for the Commissioner and senior officers of the Commission.
- 1.7 Manages and negotiates media events and conferences including Ministerial events including liaising with the Minister's office on upcoming public relations opportunities.
- 1.8 Builds and maintains strategic relationships with key media stakeholders to foster partnerships, leverage media coverage, extend the reach of road safety messages, and negotiates a positive profile for the Commission.
- 1.9 Supports the development needs of communication and marketing functions and staff.

### 2 Communication and Stakeholder Management (40%)

- 2.1 Identifies, builds, and maintains relationships with key internal and external stakeholders including departments, agencies, industry representatives, non-government organisations, culturally and linguistically diverse communities, and Aboriginal community stakeholders.
- 2.2 Consults with media outlets, stakeholders, partners and the community in regard to communications, strategies, plans and projects and obtains feedback on the effectiveness of programs.
- 2.3 Maintains a database of relevant stakeholders and maps and monitors stakeholder engagement.
- 2.4 Represents the department on forums, committees and working groups if required.
- 2.5 Develops media policies, strategies and protocols to support consistency in communications and alignment with the Commission's strategic objectives and oversees the development of speaking points for the Commissioner and senior officers of the Commission.
- 2.6 Manages and negotiates media events and conferences including Ministerial events including liaising with the Minister's office on public relations opportunities.
- 2.7 Provides input to the development and implementation of Commission campaigns and activities to ensure appropriate and effective reputational narratives are promoted and maintained.

### 3 Supervision (5%)

- 3.1 Supervises staff in providing direction, coaching and performance management.

### 4 Other (5%)

- 4.1 Understands and complies with information security policies and procedures to ensure information holdings/systems are kept confidential and utilised accurately and reliably

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- 4.2 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.
- 4.3 Undertakes other duties as directed.

## **Work Related Requirements**

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### **Essential**

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

Experience in media and public relations	Understanding media needs and methods and responding effectively within a dynamic organisation. Developing and implementing positive and innovative media and stakeholder relations strategies and presenting this in a form suitable for that medium.
Leadership skills	Leading a team, providing guidance to staff and influencing people in the achievement of objectives. Identifying learning opportunities for others and empowering them by delegating tasks. Building team capability and skills.
Communication and stakeholder engagement skills	Applying a strategic approach to communication activities to enhance relations between the Commission, the public, media and other key stakeholders. Researching, writing and editing a range of materials. Utilising interpersonal and negotiation skills. Establishing and cultivating strong relationships with a wide range of internal and external stakeholders. Presenting verbal and written messages in a clear, concise manner to bring awareness and influence change. Acting as a spokesperson.
Analytical and conceptual skills	Recognising the links between interconnected issues and providing advice to mitigate problems. Utilising research, analytical and problem-solving skills to develop evidence-based recommendations to complex problems.
Organisation skills	Interpreting and assimilating information quickly and accurately, to meet concurrent deadlines.

## **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 Leading Leaders.

## **Certification**

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

<b>Position Title and Work Unit</b>	<b>Name</b>	<b>Date</b>
Director, Corporate Services	Kath Andrews	03/02/2026
Road Safety Commissioner	Adrian Warner	10/02/2026