



# Senior Media Advisor

## POSITION DESCRIPTION FORM

**Region / Portfolio:**

Road Safety Commission

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

Office of the Commissioner

**Level:**

Level 6

**Work Unit:**

---

**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

---

**Position Objective**

The role responds to media enquiries and coordinates the delivery of proactive media opportunities through positive relationships with media and community stakeholders to directly influence positive perceptions of the Road Safety Commission.

---

**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.

---

**Reporting Relationships**

This position reports to:

- Principal Media Advisor, Level 7

Direct reports to this position include:

- Media Officer, (TBC)

Total number of positions under control: 1 (TBC)

**OFFICIAL**

## Key Accountabilities

---

### 1 Media Relations (70%)

- 1.1 Acts as the first point of contact for all media enquiries. Responds to media enquiries, ministerial requests for media advice, and represents the Road Safety Commission at media events and opportunities.
- 1.2 Manages and negotiates media events including Ministerial events, liaising with the Minister's office on upcoming public relations opportunities.
- 1.3 Creates, develops and maintains a regular public media profile for the Road Safety Commissioner with various media outlets, including culturally diverse audiences.
- 1.4 Works collaboratively with media liaison staff from other agencies to collectively develop proactive key messaging, with responses that are integrated and efficient.
- 1.5 Generates ideas for media coverage; initiates media coverage and prepares press releases, briefings and other communications material.
- 1.6 Supports, collaborates and consults on digital, marketing and campaign initiatives and programs within the Commission, and align media communications projects with strategic priorities.
- 1.7 Oversees the distribution of press releases and invitations to journalists and works to make this form of communication more targeted and effective.
- 1.8 Builds and maintains productive relationships with members of the media; constantly liaises with journalists.
- 1.9 Identifies gaps in the Commission's engagement with specific outlets and journalists and seeks to develop new relationships.
- 1.10 Researches and gathers information in the management of responses to media queries and the development of speaking points for the Commissioner and senior officers of the Commission.

### 2 Content Creation (20%)

- 2.1 Prepares and develops proactive messaging for broadcast media and digital platforms.
- 2.2 Writes speeches, talking points and briefing notes for the Minister and the Road Safety Commissioner, and provides advice on media issues and written responses to members of the Commission.
- 2.3 Assists in addressing highly contentious media issues.
- 2.4 Conducts media training.
- 2.5 Maintains contemporary knowledge of the effective use of media and communication channels and tools to influence behaviour that is in the public interest.

### 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
- 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.

Position Title: Senior Media Advisor	Level: Level 6	Position Number:
--------------------------------------	----------------	------------------

**OFFICIAL**

## Work Related Requirements

---

### Essential

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

Experience in media, journalism, or communications at a senior level.

Substantial experience in journalism, media or communications. Understanding the media's methods of operating and responding effectively to informational needs. Identifying opportunities, then applying various strategies and tools to achieve outcomes.

Highly developed written and verbal communication with the ability to simplify complex issues.

High level verbal and written communication skills, with the ability to write effectively for a range of audiences with minimal direction.

Leadership Ability

Supervise and support staff, providing clear direction and guidance. Establish and sustain positive and collaborative relationships and work collaboratively and effectively with others internally and externally providing a high level of service.

Analytical and Conceptual Skills

Identifying, conceptualising and analysing media issues. Researching information relevant to media relations responsibilities. Identifying solutions to problems and implementing, recommendations or solutions

Organisational Skills

Managing own workload and demonstrating flexibility in managing competing priorities. Establishing tasks and timeframes to successfully achieve objectives.

## Capability Framework

---

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

---

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

---

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

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