



# Digital Strategy Coordinator

## POSITION DESCRIPTION FORM

**Region / Portfolio:**

Road Safety Commission

**Position Description Number:**

227462

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

Education and Behaviour Change

**Level:**

Level 6

**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**

Develops, executes, and optimises integrated communication strategies and campaigns to increase public awareness, education and engagement of road safety across marketing platforms. Ensures that all digital content and campaign communications align with the organisation's vision and values and are delivered in a timely and strategic manner.

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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:

- Manager Marketing, Level 7

Direct reports to this position include:

- Digital Communications Coordinator, Level 5
- Digital Layout and Media Officer, Level 3

Total number of positions under control: 2

Position Title: Digital Campaigns Coordinator	Level: Level 6	Position Number: 227462
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## Key Accountabilities

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### 1 Strategic Communications Coordination (50%)

- 1.1 Coordinates the design, development and preparation of mass media and digital campaigns, strategy documents and ministerial correspondence.
- 1.2 Develops and implements the digital strategy across digital channels, including paid advertising, social media and websites.
- 1.3 Ensures continuous improvement of digital channels, including the exploration and implementation of new tools and technologies.
- 1.4 Develops, manages and implements paid digital activity including the Commission's Targeted Digital Advertising (TDA) activity.
- 1.5 Manages a variety of digital projects, liaising with internal and external stakeholders.
- 1.6 Oversees reporting to senior leadership on digital media, campaign activities and targeted digital advertising.
- 1.7 Contributes to the direction of earned and owned media.
- 1.8 Manages brand governance and maintains the policies, processes and guidelines required to maintain a strong brand and mitigate the risk of brand or reputational damage.

### 2 Stakeholder Engagement (40%)

- 2.1 Ensures that internal and external stakeholders are consulted and managed in relation to media campaigns and digital projects.
- 2.2 Collaborates with internal teams to align marketing and communications projects with strategic priorities.
- 2.3 Manages projects and digital campaigns with external media and creative agencies, including brief development and external service liaison to ensure service quality.
- 2.4 Manages and monitors external contract providers ensuring contract performance.

### 3 Supervision (5%)

- 3.1 Leads a team, provides 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.

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## Work Related Requirements

### Essential

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

Ability to deliver a strategic communications program and coordinate media campaigns and channels

Coordinating, developing and implementing mass media and digital campaigns and channels. Managing project timelines and budgets efficiently and effectively, meeting reporting timelines.

Project management skills and knowledge

Planning and delivering media projects. Meeting agreed outcomes using a project management approach to deliver projects on time and on budget.

Knowledge of media platforms, marketing and campaigns

Overseeing external creative media providers and ensuring value for money. Identifying and analysing problems and implementing recommendations and/or solutions. Working effectively with media providers through negotiation and positive relationship building.

Leadership skills

Leading a team to achieve agreed outcomes. Supervising and supporting staff and providing clear direction and guidance. Establishing and sustaining positive and collaborative relationships with team members and working collaboratively and effectively with others internal and external to the Commission.

Communication and stakeholder engagement skills

Consulting and collaborating with a wide range of internal and external stakeholders at all levels and using influence to achieve outcomes. Writing clear and professional documents for various audiences.

### Desirable

Qualification in communications, marketing, or similar

## 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
Acting Director Education and Behavioural Change	Jo Hynes	03/02/2026
Commissioner Road Safety Commission	Adrian Warner	10/02/2026