



# Campaign Strategy Coordinator

## POSITION DESCRIPTION FORM

**Region / Portfolio:**

Road Safety Commission

**Position Description Number:**

224322

**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 and implements strategic communication plans, campaigns and initiatives for the Road Safety Commission. Identifies opportunities for joint, collaborative communication campaigns with key external stakeholders and community groups to promote road safety behaviour changes and influence change.

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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:

- Campaigns Officer, Level 5 (x 2)

Total number of positions under control: 2

## Key Accountabilities

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### 1 Campaign Strategy Coordination (50%)

- 1.1 Develops, implements and evaluates innovative communications plans, strategies and targeted behaviour change campaigns to support delivery of road safety priorities, policies and initiatives.
- 1.2 Prepares material for external communications and marketing, educational, promotional and publication, online and social media requirements for a range of target audiences.
- 1.3 Researches and collates information from internal and external sources to develop and write content to support communications activities, including promotions, publications and online content.
- 1.4 Researches and analyses information and material to apply an evidence-based, strategic approach to work tasks and outputs.
- 1.5 Takes initiative and responsibility for defining and working within timeframes.
- 1.6 Prepares written reports, speeches and other documents and facilitates meetings and presentations for wide variety of audiences, including briefing notes and advice for the Minister on matters related to campaign communications.
- 1.7 Identifies opportunities to influence and deliver key communication messages to support outcomes of the Strategic Communications branch.

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

- 2.1 Manages projects and campaigns with external media and creative agencies, including brief development and external service liaison to ensure service quality.
- 2.2 Identifies opportunities for joint, collaborative communication campaigns with key external stakeholders and community groups to promote road safety behaviour changes and influence change.
- 2.3 Supports the Manager to deliver a proactive road safety communication and engagement strategy to engage and mobilise community action.
- 2.4 Establishes and maintains collaborative and cooperative relationships with a broad range of internal and external stakeholders to influence positive road safety outcomes
- 2.5 Works collaboratively throughout the Commission with project teams to complete tasks and activities and achieve objectives.

### 3 Supervision (5%)

- 3.1 Leads a team, 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: Campaign Strategy Coordinator <b>OFFICIAL</b>	Level: Level 6	Position Number: 224322
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## Work Related Requirements

### Essential

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

Communication skills

Applying a strategic approach to campaign and communication activities to present messages in a clear and concise manner. Developing and implementing communications plans, strategies and initiatives. Developing and delivering a broad range of communications activities including writing and preparing a range of external and online materials. Presenting and tailoring messages to different audiences on a range of platforms.

Stakeholder engagement skills

Identifying, developing and maintaining positive, beneficial relationships between the Commission, the community, the Road Safety Council and other key road safety stakeholders. Developing and implementing positive and innovative education and communication strategies and presenting this in a form suitable for that medium.

Analytical and conceptual skills

Researching information relevant to work tasks and responsibilities. Identifying solutions to problems and implementing, evidence-based recommendations or solutions. Identifying and analysing community attitudes, trends, patterns, issues and insights to provide advice and recommendations.

Teamwork skills

Establishing and sustaining positive and collaborative relationships with team members, clients and external stakeholders. Working collaboratively and effectively with others internally and externally to the Commission and provide a high level of service.

## 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
A/Director, Education and Behaviour Change	Jo Hynes	03/02/2026
Road Safety Commissioner	Adrian Warner	10/02/2026