



Digital Communications Officer

POSITION DESCRIPTION FORM

**Region / Portfolio:**

Road Safety Commission

Position Description Number:

222267

Directorate / Command / District / Division:

Education and Behaviour Change

Level:

Level 5

Work Unit:

Marketing

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

Manages the Road Safety Commission's digital and online communication and social media accounts, with responsibility for developing social media strategies and producing content for various platforms and targeting new audiences and priority cohorts to achieve organisational goals. This role is part of the Communications team and leads the digital and social media team.

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:

- Digital Strategy Coordinator, Level 6

Total number of positions under control: 2

- Digital Layout and Media Officer L3 x 2

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Key Accountabilities

1 Digital and Social Media Management (50%)

- 1.1 Oversees all the Road Safety Commission's graphic design requirements, including in-house design and outsourcing.
- 1.2 Develops and implements the Road Safety Commission's organic social media content calendar.
- 1.3 Provides account management function for digital and social media.
- 1.4 Manages comment moderation processes across social media, including in-house moderation and outsourcing to external agencies.
- 1.5 Assists in maintaining brand governance, including providing advice to stakeholders and maintaining policies, processes, and guidelines.

2 Content Production (25%)

- 2.1 Creates and schedules tailored content for specific platforms.
- 2.2 Develops and implements the Road Safety Commission's organic social media content calendar.
- 2.3 Shares relevant content from a range of stakeholders across social media channels.
- 2.4 Consults with stakeholders to produce bespoke digital communication materials.
- 2.5 Works collaboratively to produce graphic and video content for social media and other channels.
- 2.6 Develops and manages the digital library of assets to a standard suitable for various platforms, including the website, intranet, social media channels, and provision to mainstream media.
- 2.7 Manages organic content development with external creative agencies, including brief development and external service liaison to ensure service quality.
- 2.8 Develops processes and procedures around social media usage and security to ensure brand protection and consistency.

3 Stakeholder engagement (5%)

- 3.1 Provides branding advice to grant and partner organisations.

4 Supervision (10%)

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

5 Other (5%)

- 5.1 Understands and complies with information security policies and procedures to ensure information holdings/systems are kept confidential and utilised accurately and reliably.
- 5.2 Demonstrates and advocates a high level of ethics and integrity in accordance with the Commission's professional standards and Code of Conduct including reporting wrongdoing. **(remove)**
- 5.3 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.

Social media and digital channel management skills	Developing, implementing, and managing digital channels and social media.
Social media content creation skills	Formulating social media content to a professional standard.
Planning and management skills	Managing projects, including prioritising work and delivering agreed outcomes.
Leadership ability	Working collaboratively and contributing to the achievement of team outcomes. Supervising and providing clear direction and guidance to reporting staff.
Communication and stakeholder engagement skills	Consulting with internal and external stakeholders and interviewing talent.

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 Others](#).

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