



Campaigns Officer

POSITION DESCRIPTION FORM

**Region / Portfolio:**

Road Safety Commission

Position Description Number:

218826

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

Works collaboratively with stakeholders to develop and implement integrated campaigns, for the promotion of road safety information and initiatives. Reviews and utilises social marketing knowledge and market research to assist in setting campaign objectives.

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:

- Campaigns Coordinator, Level 6

Direct reports to this position include:

- Nil

Total number of positions under control: Nil

Key Accountabilities

1 Campaign (95%)

- 1.1 Works collaboratively with the manager and the assistant director to develop and implement integrated campaigns, for the promotion of road safety information and initiatives.
- 1.2 Reviews and utilises social marketing knowledge and market research to assist in setting campaign objectives, reporting objectives and developing briefs for campaigns.
- 1.3 Briefs and manages the work of contractors involved in campaign activities.
- 1.4 Ensures the accuracy of all campaign material and that branding and identity of the Road Safety Council and other stakeholders are correctly executed.
- 1.5 Prepares and delivers written material and presentations to community and professional groups in relation to road safety programs and campaigns.
- 1.6 Undertakes effective consultation and liaise with key internal and external stakeholders including local and state government agencies and private sector partners to ensure the effective distribution and promotion of high-quality project and campaign materials.
- 1.7 Engages with advertising, creative and media buying agencies, industry and other parties to maximise the effectiveness of campaigns.
- 1.8 Manages and coordinates the creative advertising production activities and media buying process with contracted agencies and other suppliers.
- 1.9 Collects and uses data to inform new campaigns and the evaluation of existing campaigns.
- 1.10 Monitors, reviews and reports on campaign progress to key stakeholders, including the Commissioner.
- 1.11 Evaluates the performance of campaigns against agreed indicators.
- 1.12 Represents the Commission on committees, as required.
- 1.13 Oversees campaign marketing budget and monitors and reports on expenditure.

2 Other (5%)

- 2.1 Understands and complies with information security policies and procedures to ensure information holding/systems are kept confidential and utilised accurately and reliably.
- 2.2 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.
- 2.3 Undertakes other duties as directed.

Position Title: Campaigns Officer	Level: Level 5	Position Number: 218826
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OFFICIAL

Work Related Requirements

Essential

Marketing experience

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

Planning, developing, implementing and managing social marketing campaigns that influence behaviour. Implementing initiatives to contribute to the agency's achievement of its goals and objectives.

Project planning and organisational skills

Initiating, managing and implementing projects related to the development of communications, marketing and educational strategies. Supporting the tender process, selecting and managing consultants and external service providers. Scheduling, organising and planning work/tasks to complete projects within timeframes. Ensuring optimal use of resources.

Communication skills

Monitoring and reporting on budgets, advertising and contract management. Preparing correspondence and communications. Representing the agency on internal and external consultative committees and working parties. Providing direction to stakeholders and teams. Negotiating with sponsors and other stakeholders

Relationship building skills

Building and sustains positive relationships with team members and stakeholders. Involving others and recognising their contributions. Recognising the different working styles of individuals, and factors this into the management of relationships, people and tasks.

Desirable

Possession of a relevant tertiary qualification

Communications, Media or Public Relations or equivalent.

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
Manager, People and Capability	Damon Veitch	05/08/2024
Commissioner, Road Safety Commission	Adrian Warner	05/08/2024