



Job Description Form

Position Details

Position Title: Communications and Marketing Assistant	Position Number: BGPA3175560	Level: 2
Division: Botanic Gardens and Parks Authority	Branch: Visitor and Community Engagement	Section: Communications and Marketing
Employment Agreement: PSA 1992 / PSCA 2024	Location: Kings Park and Botanic Garden	Effective Date: 7 April 2026

Our Values

Our values drive the way we make decisions, interact with each other, and work together to achieve results.



Integrity
Commitment to knowing and doing what is right



Collaboration
Commitment to team, partnership and the support of others



Accountability
Commitment to being transparent, taking ownership and personal responsibility



Respect
Commitment to the respect of people, culture and place



Excellence
Commitment to quality, innovation and continuous improvement

Reporting Relationships

<table border="1" style="width: 100%;"> <tr> <th style="width: 60%;">Position Title</th> <th style="width: 40%;">Level/Grade</th> </tr> <tr> <td>Manager Communications and Marketing</td> <td>L 6</td> </tr> </table> <p style="text-align: center;">↑</p> <p>Responsible to</p> <div style="border: 2px solid orange; padding: 2px; display: inline-block;">This position</div> <p style="text-align: center;">↑</p>	Position Title	Level/Grade	Manager Communications and Marketing	L 6	←	<table border="1" style="width: 100%;"> <tr> <th style="width: 70%;">Position title</th> <th style="width: 30%;">Level</th> </tr> <tr> <td>Senior Communications and Marketing Officer</td> <td>L4</td> </tr> <tr> <td>Graphic Design Officer</td> <td>L4</td> </tr> <tr> <td>Communications and Marketing Officer</td> <td>L3</td> </tr> </table>	Position title	Level	Senior Communications and Marketing Officer	L4	Graphic Design Officer	L4	Communications and Marketing Officer	L3
Position Title	Level/Grade													
Manager Communications and Marketing	L 6													
Position title	Level													
Senior Communications and Marketing Officer	L4													
Graphic Design Officer	L4													
Communications and Marketing Officer	L3													

Officers under *direct* responsibility

Position Title	Level/Grade	Approx. no. FTEs supervised
N/A		

About the Role

The Communications and Marketing Assistant supports the Communications and Marketing team in delivering operational communications across BGPA. This includes assisting with website content, social media, video and written materials for both the broader parks and for the retail shop Aspects of Kings Park. This role will work closely with internal teams to gather information, craft key messages, and ensure consistent BGPA brand representation.

Individuals undertake their duties and responsibilities in accordance with the department's [Code of Conduct](#), policies and procedures, and relevant Government legislation.

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Responsibilities

Communications – BGPA Operations

- Supports the creation of social media content for the Kings Park Instagram, Facebook and YouTube channels.
- Supports the creation and upload of content for the BGPA website.
- Supports the development of a photo and video bank of BGPA activities.
- Supports graphic design projects.
- Supports the maintenance and update of park signage.
- Supports the development and content upload for digital maps.
- Supports the creation and upload of BGPA intranet stories.
- Provides reports on BGPA analytics.
- Manages and provides recommendations for Sharepoint photo library improvements.

Communications – Aspects of Kings Park

- Creates social media content for Aspects of Kings Park Instagram and Facebook channels.
- Photographs and uploads content for the Aspects of Kings Park website.
- Supports the creation of digital and print marketing materials for Aspects of Kings Park.

Other

- Operates in accordance with BGPA's policies and relevant legislation including Occupational Health Safety and Equal Employment Opportunity and behaves in an honest professional and ethical way.
- General filing and administration.
- Undertakes other duties as directed.

Selection Criteria

Applicants should address the following 5 criteria. These should be addressed in no more than 2 pages in total.

1. A minimum of one year in a similar role or a tertiary qualification in Communications, Journalism, Marketing, or an equivalent field.
2. Demonstrated ability to effectively utilise Microsoft Office and willingness to learn Adobe Suite to complete tasks and responsibilities.
3. Well-developed writing skills for a variety of communications materials, with excellent attention to detail and fact checking abilities.
4. Experience with photography for digital marketing materials.
5. Ability to organise effectively and prioritise tasks to meet deadlines.

Behaviour Expectations [Leadership Expectations](#) provides a common understanding of the mindset and expected leadership behaviours for all public sector employees. The expected behaviour for this role is [Personal Leadership](#).

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Other position-related information (only relevant ones will be populated)

Position Status - Permanent <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	FTE: 0.6
National Police Check <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No For more information refer to the department's guidelines on National Police checks .	
Current WA Driver's Licence or equivalent (only specify yes if a drivers licence is required for appointment to the position) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Medical Assessment <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Working with Children <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If this position works with children, refer to http://www.checkwwc.wa.gov.au/checkwwc/WWC+Check/	
Allowance and Special Conditions <input type="checkbox"/> District Allowance <input type="checkbox"/> Air Conditioning <input type="checkbox"/> Ranger Leave (Rangers only) <input type="checkbox"/> North West Leave <input type="checkbox"/> No Fixed Hours (Rangers only) <input type="checkbox"/> Other (Please specify)	

Certification Recruitment and Establishment Section
 Registered JDF
Screamer
 7 April 2026