



Department of Biodiversity,
Conservation and Attractions

**ROTTNEST
ISLAND
AUTHORITY**

Job Description Form

Position Details

Position Title: Senior Digital Coordinator	Position Number: 3153601	Level: Level 5
Division: Marketing and Events	Branch: Marketing and Events - Consumer	Section: Marketing and Events - Consumer
Employment Agreement: PSCA 2024	Location: Fremantle (commuting as required)	Effective Date: 5 May 2025

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

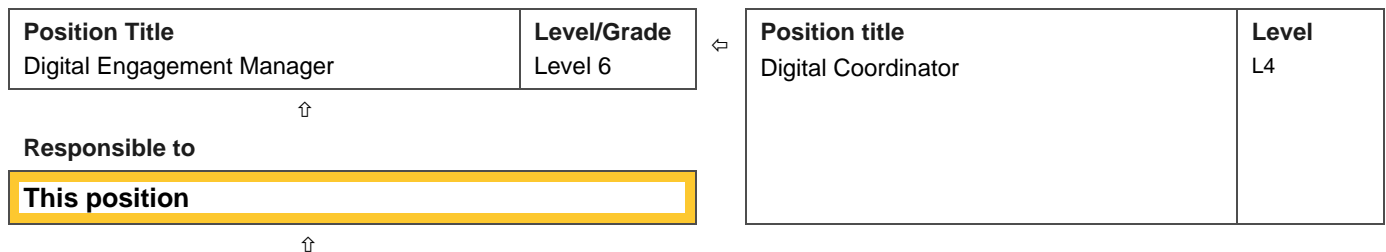


Respect
Commitment to the respect of people, culture and place



Excellence
Commitment to quality, innovation and continuous improvement

Reporting Relationships



Officers under *direct* responsibility

Position Title	Level/Grade	Approx. no. FTEs supervised

About the Role

This position supports the digital engagement functions for the Rottneest Island Authority. The role supports the coordination and implementation of digital communications and digital engagement activities to achieve business, communication and marketing objectives.

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

Position Title Senior Digital Coordinator		
Position No. RIA3153601	Level/Grade 5	Effective Date 5 May 2025

Responsibilities (indicate proportion of time on each function or duty as a % where applicable (note, responsibilities can be in dot point or numbered):

Support the delivery of Digital Engagement Function

- Support the Digital Engagement Manager with the delivery of the consumer and corporate digital strategies inclusive of resource and budget management.
- Coordinate the consumer website and user experience roadmap implementation, testing, deployment, features and functionality, inclusive of content.
- Coordinate the corporate website and user experience roadmap implementation, testing, deployment, features and functionality, excluding content.
- Coordinate the intranet user experience roadmap implementation, testing, deployment, features and functionality, excluding content.
- Support the management of platforms and systems for delivery of consumer and corporate digital communication requirements including but not limited to email, social media, mobile applications.
- Support the management of privacy compliance for digital channels.
- Support the measurement, reporting and analysis of outcomes of the digital engagement function.

Support the delivery of Digital Projects

- Support the delivery of digital projects, including project tasks, timelines and resources, ensuring adherence to project management and governance requirements.

Coordinate and implement Digital Content

- Coordinate and implement the content requirements for the consumer website.
- Collaborate on content development with internal stakeholders in alignment with the content operating model for consumer channel distribution.
- Achieve quality control of brand application through digital channels.

Coordinate Digital Service Delivery

- Support the Digital Engagement Manager with providing digital engagement services to internal clients to assist them in achieving their business objectives, ensuring adherence to project management and governance requirements.

Other

- Undertakes other duties as directed.

Selection Criteria

Applicants should address the following essential criteria. These should be addressed in no more than three (3) pages in total. Desirable criteria will be assessed as required.

Essential

1. Demonstrated recent experience in the application of digital platforms and technologies, such as website, email and social media, to achieve consumer marketing and communication objectives.
2. Demonstrated recent knowledge and experience in website management and development, including the use of content management systems and website personalisation tools.

Position Title Senior Digital Coordinator		
Position No. RIA3153601	Level/Grade 5	Effective Date 5 May 2025

3. Demonstrated well developed project management skills with the ability to work under pressure and meet concurrent deadlines on budget.
4. Highly developed interpersonal and communication skills, both written and verbal, with the ability to communicate and collaborate with a variety of audiences, including stakeholders, digital agencies and creative agencies.
5. Demonstrated recent experience with digital analytics platforms for monitoring and evaluating digital activities.
6. Sound conceptual, analytical and research skills, including the ability to identify problems and propose appropriate solutions.
7. Applies and promotes the principles of equity, diversity and work health and safety in the workplace.

Desirable

8. Experience in a senior digital coordinator role, preferably within a tourism or leisure brand context.
9. Degree or qualification in Marketing or related field.
10. Demonstrated knowledge of State Government processes.

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

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

Position Status - Permanent <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No FTE: 1
National Police Check <input checked="" type="checkbox"/> Yes <input 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 type="checkbox"/> No
Medical Assessment <input type="checkbox"/> Yes <input type="checkbox"/> No
Working with Children <input type="checkbox"/> Yes <input 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)

OFFICIAL

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Position No. RIA3153601	Level/Grade 5	Effective Date 5 May 2025

Certification

The details contained in this document are an accurate reflection of position.

Division Head	Executive Director
Signature:	Signature:
Date:	Date: