



Manager Marketing

POSITION DESCRIPTION FORM

**Region / Portfolio:**

Road Safety Commission

Position Description Number:

217662

Directorate / Command / District / Division:

Education and Behaviour Change

Level:

Level 7

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

Responsible for development, management and evaluation of innovative communication and marketing plans, strategies and targeted campaigns to support delivery of road safety priorities, policies and initiatives for the Road Safety Commission (the Commission). Oversees the development and delivery of behaviour change campaigns, social media and online content and mentors the marketing team to develop its capability, skills and experience.

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:

- Director, Education and Behaviour Change, Level 8

Direct reports to this position include:

- Campaigns Coordinator, Level 6
- Digital Communications Coordinator, Level 5

Total number of positions under control: 5

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Key Accountabilities

1 Leadership and Management (50%)

- 1.1 Manages the development, implementation and evaluation of proactive road safety communication strategies that identify stakeholders, key messages and channels including modern stakeholder communications tools that target and engage through broadcast and social media channels.
- 1.2 Coordinates, monitors and evaluates state wide communications programs and initiatives to build the capacity of communities to impact on road safety outcomes.
- 1.3 Motivates, inspires and encourages the development professional team of staff with a clear focus on the delivery of planned outcomes.
- 1.4 Provides timely and professional advice and reporting to key stakeholders regarding campaign allocation and expenditure.
- 1.5 Represents the Commission at meetings and on working groups and committees.

2 Communication Strategy (45%)

- 2.1 Responsible for the development, implementation and evaluation of innovative communication plans, strategies and targeted campaigns to support delivery of road safety priorities, policies and initiatives.
- 2.2 Collaborates with key partners, stakeholders and other WA Government agencies to develop, produce and distribute evidence-based communication and campaign materials, collateral, digital content to raise awareness on road safety, promote the adoption of safe behaviours, encourage actions under shared responsibility and build support for change.
- 2.3 Oversees, produces and edits a range of external communication material to support and target road user behaviour change.
- 2.4 Oversees the development, management and implementation of the Commission's digital strategy.
- 2.5 Ensures consistent use of corporate communication templates and style guide, including integration with WA Police Force requirements.
- 2.6 Researches and prepares briefing papers and other documents as required for the Minister, the Commissioner and senior road safety representatives.
- 2.7 Provides professional advice to stakeholders on campaigns, plans and strategies.
- 2.8 Analyses and evaluates communication programs and proposals against strategic objectives.
- 2.9 Seeks opportunities to advocate and influence road safety actions through engagement with key government, industry and community stakeholders in the development of road safety policy and strategies.
- 2.10 Works collaboratively with other members of the Commission to ensure an integrated approach to external communications matters.
- 2.11 Manages and interrogates research and behaviour segmentation survey.
- 2.12 Manages contracts for communication requirements including campaign development and evaluation, market research, and digital services.

3 Other (5%)

- 3.1 Understands and complies with information security policies and procedures to ensure information holdings/systems are kept confidential and utilised accurately and reliably.
- 3.2 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.
- 3.3 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.

Strategic and digital communications skills

Developing and implementing innovative multi-media behaviour change campaigns and strategies.

Communication skills

Presenting messages in a clear, concise manner to bring awareness and influence change. Focusing on key points and using appropriate language. Selecting the most appropriate medium for conveying information and tailoring communication style and message to accommodate to different audiences. Structures written and oral communication to ensure clarity.

Stakeholder engagement skills

Developing and maintaining positive relationships with between the agency, the public, media and other key stakeholders. Establishing and cultivating strong relationships with a wide range of internal and external stakeholders. Proactively offering assistance for a mutually beneficial relationship. Liaising, consulting and negotiating at a senior level to ensure quality deliverables. Developing targeted campaigns to promote and achieve shared outcomes with key stakeholders.

Leadership skills

Managing and leading teams to deliver quality outcomes. Providing guidance to staff and influencing people in the achievement of objectives. Identifying learning opportunities for others and empowering them by delegating tasks. Building team capability and skills.

Analytical, conceptual and research skills

Recognising the links between interconnected issues and provide advice to mitigate problems. Keeping self and others well informed on work issues and thinking laterally to identify and implement improved work practices. Utilising research, analytical and problem-solving skills to develop evidence-based recommendations to complex problems.

Organisational skills

Interpreting and assimilating information quickly and accurately, to meet concurrent deadlines.

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