



# Job Description Form

## Position Details

<b>Position Title:</b> Senior Communications and Marketing Officer	<b>Position Number:</b> BGPA3159040	<b>Level:</b> 4
<b>Division:</b> Botanic Gardens and Parks Authority	<b>Branch:</b> Visitor and Community Engagement	<b>Section:</b> Communications and Marketing
<b>Employment Agreement:</b> PSA 1992 / PSCA 2026	<b>Location:</b> Kings Park	<b>Effective Date:</b> 21 April 2026

## Our Values

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

 <b>Integrity</b> Commitment to knowing and doing what is right	 <b>Collaboration</b> Commitment to team, partnership and the support of others	 <b>Accountability</b> Commitment to being transparent, taking ownership and personal responsibility	 <b>Respect</b> Commitment to the respect of people, culture and place	 <b>Excellence</b> Commitment to quality, innovation and continuous improvement
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## 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>Communications and Marketing Manager</td> <td>6</td> </tr> </table> <p style="text-align: center;">↑</p> <p><b>Responsible to</b></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	Communications and Marketing Manager	6	<table border="1" style="width: 100%;"> <tr> <th style="width: 70%;">Position title</th> <th style="width: 30%;">Level</th> </tr> <tr> <td>Graphic Designer</td> <td>4</td> </tr> <tr> <td>Communications and Marketing Officer</td> <td>3</td> </tr> <tr> <td>Marketing Assistant</td> <td>2</td> </tr> </table>	Position title	Level	Graphic Designer	4	Communications and Marketing Officer	3	Marketing Assistant	2
Position Title	Level/Grade												
Communications and Marketing Manager	6												
Position title	Level												
Graphic Designer	4												
Communications and Marketing Officer	3												
Marketing Assistant	2												

### Officers under *direct* responsibility

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

## About the Role

The Senior Communications and Marketing Officer assists the Communications and Marketing Manager in developing and delivering communications strategies to enhance BGPA's brand presence, reputation, and community engagement. This role will work closely with internal teams and external stakeholders to gather information, craft key messages, and ensure consistent brand representation. This role requires the ability to work independently as well as a combination of creative thinking, strong and diverse communication skills and technical proficiency to effectively engage and connect with audiences.

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

<b>Position Title</b> Senior Communications and Marketing Officer		
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## Responsibilities

### Media Liaison

- Assists in the preparation of media statements and feature material.
- Assists in the preparation of speeches and press conferences.
- Seeks opportunities to promote BGPA initiatives to media outlets.
- Monitors media using appropriate tools and reports on issues.

### Digital Media

- Assists with updates to BGPA website content.
- Assists with ongoing development of the BGPA and Aspects websites.
- Utilises tools to enhance the effectiveness of the BGPA digital media assets and provides regular reports.
- Supports BGPA social media management.
- Investigates development of digital interpretation opportunities.
- Manages online customer enquiries.

### Communications and Marketing

- Coordinates advertising on digital and physical platforms.
- Contributes to the development and implementation of BGPA's communication and marketing strategies.
- Facilitates the preparation of content for web, social media, video, reports, infographics, and presentations.
- Supports videography and production using Adobe Premiere Pro.
- Ensures visual consistency and quality across various communication materials.

### Graphic Design

- Liaises with internal and external stakeholders to understand design needs and align with BGPA goals.
- Contributes to design processes from concept to final production.
- Ensure designs adhere to BGPA and Government brand guidelines for a cohesive brand identity.
- Stays updated with the latest trends, tools, and techniques for innovative designs.

### Administration

- Filing and record-keeping communications and decision-making processes.

### Other

- Operate in accordance with BGPA's policies and relevant legislation including Occupational Health Safety and Equal Employment Opportunity.

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- Undertakes other duties as directed.

**Selection Criteria**

**Applicants should address the following six criteria. These should be addressed in no more than two pages in total.**


1. A minimum of four years of experience in a similar role and a tertiary qualification in Marketing, Communications, Journalism, or an equivalent field.
2. Demonstrated experience in supporting the implementation of internal and external communications plans, delivering strategic communications support, and media management.
3. Demonstrated strong written and verbal communication skills including the demonstrated ability to proof, edit and write content for websites, newsletters, publications and other media, communicating information in a clear and effective manner relevant to the target audience.
4. Intermediate knowledge of Adobe Suite including Photoshop, InDesign and Premiere Pro to complete tasks and responsibilities.
5. Demonstrated high level of interpersonal skills, with the ability to develop excellent relationships with internal and external stakeholders.
6. 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 behaviours for this role is [Personal Leadership](#).

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

<b>Position Status - Permanent</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<b>FTE: 1</b>
<b>National Police Check</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No For more information refer to the department’s guidelines on <a href="#">National Police checks</a> .	
<b>Current WA Driver’s Licence or equivalent</b> (only specify yes if a drivers licence is required for appointment to the position) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>Medical Assessment</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
<b>Working with Children</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If this position works with children, refer to <a href="http://www.checkwwc.wa.gov.au/checkwwc/WWC+Check/">http://www.checkwwc.wa.gov.au/checkwwc/WWC+Check/</a>	
<b>Allowance and Special Conditions</b> <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**

Verified by: Recruitment and Establishment Section  
 Registered JDF  
 21 April 2026