



Department of Biodiversity,  
Conservation and Attractions

**ROTTNEST  
ISLAND  
AUTHORITY**

# Job Description Form

## Position Details

<b>Position Title:</b> Digital Engagement Manager	<b>Position Number:</b> RIA3129257	<b>Level:</b> 6
<b>Division:</b> Rottnest Island Authority	<b>Branch:</b> Marketing & Events	<b>Section:</b> Marketing & Events - Consumer
<b>Employment Agreement:</b> PSA 1992 / PSCA 2024	<b>Location:</b> Fremantle (commuting as required)	<b>Effective Date:</b> 16 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

<b>Position Title</b> Manager Marketing and Digital Services	<b>Level/Grade</b>	⇄	<b>Position title</b> Senior Destination Marketing Co-ordinator Senior Events Co-ordinator Senior Product Marketing Co-ordinator	<b>Level</b> 5 5 5
↑				
<b>Responsible to</b>				
<b>This position</b>				
↑				

## Officers under *direct* responsibility

Position Title	Level/Grade	Approx. no. FTEs supervised
Senior Digital Coordinator	5	2
Digital Coordinator	4	2

## About the Role

This position manages Rottnest Island Authority’s digital engagement function, leading the delivery of consumer and corporate digital platforms, content and services to support organisational and marketing objectives. It is responsible for implementing digital strategies, overseeing website and channel performance and managing digital projects and content delivery in a dynamic and customer-focused environment. The position provides advice to senior management on digital performance, risks and opportunities and builds effective relationships with internal stakeholders and external providers to ensure the delivery of high-quality, user-centred digital outcomes. The role operates under the direction

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of the Manager Marketing & Digital Services and leads a team to deliver integrated and effective digital services.

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

## Responsibilities

### Manage Digital Engagement Function

- Develop, manage and implement consumer and corporate digital strategies, including resource and budget management, aligned with divisional and organisational priorities
- Lead the development and implementation of the consumer website and user experience roadmap, including testing, deployment, features and functionality, inclusive of content
- Lead the development and implementation of the corporate website and user experience roadmap, including testing, deployment, features and functionality, excluding content
- Lead the development and implementation of the intranet user experience roadmap, excluding content
- Manage platforms and systems supporting consumer and corporate digital communication requirements, including, but not limited to, email, social media and mobile applications
- Implement and maintain privacy and compliance requirements for digital channels in accordance with established governance frameworks
- Monitor, analyse and report on digital engagement performance and outcomes to inform continuous improvement

### Manage Digital Projects

- Lead and manage the delivery of digital projects, ensuring alignment with organisational priorities, project governance requirements and strategic direction

### Manage Digital Content

- Develop, manage and implement the content strategy for the consumer website, aligned with the consumer digital strategy and destination marketing plan
- Develop, manage and implement email strategies for brand applications
- Develop, manage and implement social media strategies for consumer and corporate brand applications
- Coordinate and manage content development with internal stakeholders in alignment with the content operating model for consumer channel distribution
- Ensure quality control and consistency of brand application across digital assets managed by the Marketing & Events division

### Manage Digital Service Delivery

- Provide digital engagement services and advice to internal stakeholders to support business objectives and enhance digital outcomes
- Plan and deliver digital engagement activities, ensuring adherence to project management and governance requirements
- Build and maintain effective relationships with key stakeholders including government, industry peak bodies, community organisations and external digital and creative agencies
- Provide advice to senior management on digital and content matters, including risks, opportunities and performance insights

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**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 digital channel strategy management and implementation, including proficiency in data analysis to guide optimisation.
2. Demonstrated recent experience in the application of digital platforms and technologies to achieve consumer marketing and communication objectives.
3. Demonstrated recent experience in strategic content planning, development, implementation and measurement.
4. Strong interpersonal and communication skills, with a focus on cross-functional collaboration and the ability to present information clearly to a variety of audiences.
5. Demonstrated well developed organisational and time management skills, with proven ability to work under pressure and meet concurrent deadlines.
6. Demonstrated significant experience in shaping and implementing digital engagement initiatives at a senior level, ideally within tourism, leisure, or similar high engagement brand sectors.
7. Applies and promotes the principles of equity, diversity and work health and safety in the workplace.

**Desirable:**

8. Behaviour that reflects **Integrity, Collaboration, Accountability, Respect** and **Excellence**.
9. Experience with digital platforms including content management systems, social media publishing and email platforms.
10. Degree or qualification in Marketing or related field.
11. 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 behaviour for this role is [Leading Others](#)



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

<b>Position Status - Permanent</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<b>FTE: 1.0</b>
<b>National Police Check</b> <input checked="" type="checkbox"/> Yes <input 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 type="checkbox"/> No	
<b>Medical Assessment</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Working with Children</b> <input type="checkbox"/> Yes <input 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**

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

Division Head	Executive Director
<p><b>Signature:</b></p> 	<p><b>Signature:</b></p> 
<p><b>Date: 20/03/2026</b></p>	<p><b>Date: 13 April 2026</b></p>