



Department of Biodiversity, Conservation and Attractions

**ROTTNEST ISLAND AUTHORITY**

# Job Description Form

## Position Details

<b>Position Title:</b> Media and Engagement Manager	<b>Position Number:</b> RIA 3153501	<b>Level:</b> 7
<b>Division:</b> Rottnest Island Authority	<b>Branch:</b> Marketing and Events	<b>Section:</b> Marketing and Events – Media and Engagement
<b>Employment Agreement:</b> PSA 1992 / PSCA 2024	<b>Location:</b> Fremantle (commuting as required)	<b>Effective Date:</b> 4 May 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> <td><b>Position Title</b> Director Marketing &amp; Events</td> <td><b>Level/Grade</b> 9</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>	<b>Position Title</b> Director Marketing & Events	<b>Level/Grade</b> 9	⇔	<table border="1" style="width: 100%;"> <tr> <td><b>Position title</b> Manager Marketing &amp; Events Administration &amp; Finance Officer</td> <td><b>Level</b> 7 3</td> </tr> </table>	<b>Position title</b> Manager Marketing & Events Administration & Finance Officer	<b>Level</b> 7 3
<b>Position Title</b> Director Marketing & Events	<b>Level/Grade</b> 9					
<b>Position title</b> Manager Marketing & Events Administration & Finance Officer	<b>Level</b> 7 3					

### Officers under *direct* responsibility

<b>Position Title</b> Senior Media and Engagement Coordinator	<b>Level/Grade</b> 6	<b>Approx. no. FTEs supervised</b> -
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## About the Role

Under the leadership of the Director Marketing & Events, this position manages the Rottnest Island Authority’s strategic media, communications and engagement function. The role provides high-level advice to the Corporate Executive on communication priorities, reputational risk, emerging issues and stakeholder engagement strategies to support organisational objectives and Government priorities.

The position is responsible for the development and oversight of proactive and reactive media strategies, issues and crisis communications planning, and the delivery of coordinated communication responses in complex and sensitive environments. The role manages relationships with key internal and external

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stakeholders, including journalists, industry representatives and Ministerial offices, ensuring timely, accurate and consistent messaging aligned with Executive direction and Government requirements.

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

## Responsibilities

### Manage operations of RIA Media and Engagement Communications Function

- Provide strategic leadership and oversight of the Authority's media and engagement communications functions supporting the agency, Board and Ministerial requirements, including internal communications, stakeholder engagement, public consultation, media relations, speech writing and management of contentious issues.
- Develop, implement and oversee contemporary media and communication strategies that promote Government programs, policies and initiatives, ensuring alignment with organisational objectives and Government priorities.
- Ensure communication activities are strategically aligned to the Authority's goals and objectives, tailoring messaging to effectively engage diverse audiences and stakeholders.
- Lead reputation management initiatives by ensuring consistent, accurate and timely media messaging aligned with the Authority's strategic direction and departmental objectives.
- Develop, maintain and implement crisis communications plans and response protocols to support the effective management of incidents and emerging issues.
- Provide high-level advice and support to the Corporate Executive in responding to complex and sensitive issues, proactively identifying reputational risks and developing mitigation and response strategies consistent with Executive direction.
- Work with the Director Marketing and Events to establish team objectives, performance targets, resource plans and operational processes that support divisional priorities.
- Lead and support team members to plan and deliver divisional responsibilities, ensuring compliance with project management, governance and approval requirements, and maintaining high standards of quality and timeliness.

### Manage RIA's Media Relations Function

- Coordinate the Authority's media relations activities in consultation with the Minister for Tourism's media adviser, Government Media Office and relevant stakeholders to support timely and accurate communication outcomes.
- Manage the preparation, review and quality assurance of external media and communication materials for the Tourism Minister, Board Chair and other authorised spokespersons, including media statements, talking points, questions and answers and briefing materials.
- Lead proactive and reactive media engagement, ensuring responses are strategically aligned, timely and consistent with Executive and Ministerial expectations.
- Oversee the development and delivery of the Authority's media communication products across relevant platforms and channels.
- Support crisis responses and complex policy-related issues by coordinating communication inputs and ensuring alignment with approved messaging and risk management strategies.
- Manage the end-to-end delivery of media events on Rottneest Island, including coordination, stakeholder liaison and communication support.
- Oversee the monitoring, evaluation and distribution of media reporting to inform Executive decision-making and continuous improvement.

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- Manage the evaluation and distribution of media reporting.

**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 high level experience in the management and delivery of media and engagement communications with the ability to develop and implement contemporary media communications strategies, including issues management, and strategic communications plans.
2. Demonstrated high level verbal and written communication skills, with the ability to write and edit media statements, media responses, briefing notes and speeches.
3. High level of interpersonal and negotiation skills, with the ability to work closely with media, senior management and ministerial offices, to build and maintain strong relationships.
4. Highly developed conceptual, problem solving and analytical abilities. Excellent organisational and time management skills, with the ability to work well under pressure and meet concurrent deadlines.
5. Applies and promotes the principles of equity, diversity and work health and safety in the workplace.

**Desirable**

6. Significant knowledge of the media landscape in Western Australia is preferred
7. Demonstrated knowledge of State Government
8. Relevant tertiary qualifications in Communications / Media / Journalism / Public Relations or equivalent

**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](#)

**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:</b> 1.0
<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 checked="" type="checkbox"/> No	
<b>Medical Assessment</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

OFFICIAL



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**Working with Children**  Yes  No  
 If this position works with children, refer to <http://www.checkwwc.wa.gov.au/checkwwc/WWC+Check/>

**Allowance and Special Conditions**  
 District Allowance  Air Conditioning  Ranger Leave (Rangers only)  North West Leave  
 No Fixed Hours (Rangers only)  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: 27/03/2026</b></p>	<p><b>Date: 30 April 2026</b></p>