



Job Description Form

Position Details

Position Title: Communication Designer	Position Number: DBCA3133364	Level: Level 4
Division: Parks and Visitor Services	Branch: Visitor Engagement and Social Research	Section: Visitor Communications Unit
Employment Agreement: PSA 1992 / PSCA 2024	Location: Kensington	Effective Date: 13 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%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Position Title Visitor Communication Coordinator</td> <td style="width: 40%;">Level/Grade Level 6</td> </tr> </table> <p style="text-align: center;">↑</p>	Position Title Visitor Communication Coordinator	Level/Grade Level 6	⇐	<p>Other officers reporting directly to this office</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;">Position title</th> <th style="width: 20%;">Level</th> </tr> </thead> <tbody> <tr><td>Senior Communication Designer</td><td>Level 5</td></tr> <tr><td>Communication Designer x2</td><td>Level 4</td></tr> <tr><td>Visitor Communication Officer</td><td>Level 3</td></tr> <tr><td>Online Communication Coordinator</td><td>Level 4</td></tr> <tr><td>Digital Communication Development & Design Officer</td><td>Level 4</td></tr> <tr><td>Customer Support Officer</td><td>Level 2</td></tr> </tbody> </table>	Position title	Level	Senior Communication Designer	Level 5	Communication Designer x2	Level 4	Visitor Communication Officer	Level 3	Online Communication Coordinator	Level 4	Digital Communication Development & Design Officer	Level 4	Customer Support Officer	Level 2
Position Title Visitor Communication Coordinator	Level/Grade Level 6																	
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Senior Communication Designer	Level 5																	
Communication Designer x2	Level 4																	
Visitor Communication Officer	Level 3																	
Online Communication Coordinator	Level 4																	
Digital Communication Development & Design Officer	Level 4																	
Customer Support Officer	Level 2																	

Responsible to

This position

↑

Officers under *direct* responsibility

Position Title	Level/Grade	Approx. no. FTEs supervised
Nil		

About the Role

This is a brief outline of the key responsibilities and scope. Scope may include the level of guidance under which the job operates, range of assignments, and influence on results for the work function or program:

- Prepare wayfinding, communication, and interpretation plans.
- Research and write interpretive communication for on-site interpretation signage.
- Prepare content for digital and print media for visitor communications.

Position Title Communication Designer		
Position No. DBCA3133364	Level Level 4	Effective Date 13 May 2026

- Liaise with project managers and special interest groups.

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

Responsibilities:

Planning and Design

1. Research information and prepares text, images, artwork briefs and graphic design briefs for communication products, including signs, displays, publications, websites, apps and other print and digital productions.
2. Plans, designs and implements the production of signs, displays and other interpretive projects.
3. Provides specialist input and advice on visitor communication initiatives within regions. Knowledge of graphic design techniques.
4. Prepares visitor information, interpretation and sign plans in consultation with region and specialist staff.
5. Develops communication plans for programs and regions, and strategies for plan implementation.
6. Assists regional staff in monitoring and evaluating the effectiveness of communication and interpretive programs and projects.

Training and Extension

7. Develops knowledge and skills to learn how to train Parks and Wildlife Service staff in visitor interpretation and communication programs, strategies and techniques.
8. Develops and delivers presentations at workshops and other events regarding park interpretation.

Other

9. Participates in fire management activities that contribute to bushfire suppression and prescribed burning operations commensurate with capability, capacity, training and level of experience.
10. Undertakes other duties as directed.

Position Title Communication Designer		
Position No. DBCA3133364	Level Level 4	Effective Date 13 May 2026

Selection Criteria

Applicants should address the following three criteria in a written application. These should be addressed in no more than two pages in total.

1. Experience in developing interpretive and visitor communication products that apply to natural area management.
2. Knowledge of and commitment to heritage interpretation and environmental management.
3. Demonstrated high-level written and verbal communication skills.

The following essential criteria will be assessed at some stage during the selection process. Desirable criteria will be assessed as required:


4. Good interpersonal skills, with the ability to work as part of a team and work effectively with minimal supervision and with community and special interest groups.
5. Experience in the use of graphic design techniques, preferably with Adobe software.
6. Ability to undertake travel involving overnight stays, camping out and outdoor site assessments in sometimes challenging conditions.
7. Understanding of occupational, health and safety, and equity and diversity principles and practices.
8. Current motor vehicle “C” Class driver’s licence.
9. A tertiary qualification in natural or social science, education or other appropriate fields. (DESIRABLE)
10. Relevant experience in conducting training programs related to communication and heritage interpretation. (DESIRABLE)
11. Ongoing willingness and ability to participate in fire management activities that contribute to bushfire suppression and prescribed burning operations commensurate with capability, capacity, training and level of experience. (DESIRABLE)

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 [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 type="checkbox"/> Yes <input checked="" 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 driver’s licence is required for appointment to the position) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Medical Assessment <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
Working with Children <input type="checkbox"/> Yes <input checked="" 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)	

Certification

Verified by: Recruitment and Establishment Section

 Registered JDF
 13 May 2026