



Job Description Form

Our Purpose

To provide safe, customer-focused, integrated and efficient transport services.

Position Title Events and Communications Officer	Level 5	Position Number 37672 (Nominated)
Division/Directorate Customer Strategy and Communications	Branch/Section	
Effective Date June 2026	Health Task Risk Assessment Category 5	

Reporting relationships

Superordinate: Communications and Engagement Manager, Level 6

Subordinates: No Direct Reports

Key role of this position

The Events and Communications Officer is responsible for the planning, development and delivery of integrated communications and events that support and enhance the Public Transport Authority's strategic objectives. The role also coordinates the creation and distribution of high-quality communication materials for internal audiences that help drive a positive PTA culture.

Core duties and responsibilities

Event Coordination

- Working closely with the Communications and Engagement Manager plans, manages and implements a strategic program of events for the PTA that drives a positive culture including the PTA's Annual Arrows (employee recognition awards), Strategic Planning Day and various charity events.
- Develops and ensures a consistent approach to events which align to PTA's strategic objectives.
- Applies high level project management experience and knowledge to plan and deliver events within agreed goals, scope, budgets and timelines, including coordinating suppliers.
- Develops and maintains effective relationships with internal and external stakeholders to facilitate outcomes.
- Provides guidance and operational leadership to staff and volunteers undertaking event activities.
- Maintains a database of events and activations including key contacts.
- Applies relevant knowledge to appropriately manage risk, obtain necessary permits, licenses and approvals, and ensure the safety and accessibility of PTA events and activations.
- Evaluates the effectiveness of events using qualitative and quantitative data, identifying opportunities for improvement and innovation.

Communications

- Development and execution of targeted internal and external campaigns to support key corporate initiatives and objectives.
- Research, coordinates, creates and distributes content for various internal channels in line with the PTA's strategy and plans including safety related communications.
- Writes and edits content for print and digital formats, applying plain language principles and accessibility standards to maximise understanding and engagement.

- Advise internal stakeholders on communication style, structure and channel selection to maximise impact.
- Assists in the coordination, production and delivery of the PTA's corporate publications.
- Applies strong analytical and research skills to inform communication planning and audience engagement.

Contracts and Procurement

- Manage procurement activities to support events, campaigns and communications initiatives in accordance with PTA policies and governance requirements.
- Source quotations, manage tender processes and prepare procurement documentation, including specifications, scopes of work and purchase requests, to enable timely supplier engagement.
- Liaise with internal stakeholders to confirm procurement needs, timelines and budget requirements.
- Engage and coordinate suppliers and contractors to deliver services that meet agreed quality, time and cost requirements.
- Monitors supplier performance and assist with contract management, including variations where required.
- Maintain accurate procurement records and support expenditure tracking to ensure compliance, transparency and value for money.

Customer Strategy and Communications Team Member

- Participates as a constructive member of the Customer Strategy and Communications team.
- Identifies and implements process improvements within the scope of position responsibilities.
- Maintains a commitment to self-development.
- Develops and maintains effective relationships with internal and external stakeholders to facilitate outcomes.
- Carries out other tasks and functions that are within the limits of the employee's skills, competence and training as required.

SELECTION CRITERIA

• Core Competencies

- A tertiary qualification and/or relevant expertise in events, marketing, communications, or other related discipline.
- Significant experience in the successful initiation, development, delivery, and evaluation of a range of events.
- Experience in the planning and development of contemporary communications strategies.
- Significant experience in creating and delivering content for publications and digital channels for a range of audiences to meet communications objectives.
- Experience in government procurement processes.

• Communication and Interpersonal

- Excellent written, verbal and presentation skills with significant expertise in stakeholder engagement and management including successfully liaising, consulting and negotiating with a wide range of stakeholders at all levels to engage their interest and cooperation and motivate and influence their decision making.
- Proven ability to build positive relationships and network, liaise, consult, and negotiate with a wide variety of people, including staff, suppliers, government agencies, and community partners.

• Conceptual, Analytical and Problem Solving

- Strong analytical, research and problem-solving skills.
- Capacity for lateral and creative thinking to develop distinctive events

• Organisation

- Well-developed skills in organisation, managing competing demands, ability to identify, analyse and effectively resolve strategic and operational issues using a collaborative approach and creative problem-solving skills.
- Ability to work autonomously and within a team environment.

• **Special Requirements**

- Satisfactory completion of required medical examinations to verify physical fitness to perform the duties of the position.
- Provision of a current National Police Clearance certificate dated 3 months or less from the date of application for the position.
- Possession of a current Western Australian 'C' or 'C-A' Class Driver's License or equivalent. This requirement continues for the duration of employment in this position and from time to time production of the licence on request by the PTA may be required.

Certification

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

Managing Director / Executive Director / General Manager

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Signature

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Date

Employee

I have read and accept the responsibilities of the Job Description Form.

The position's duties are to be performed in accordance with the PTA's Code of Conduct and the PTA's Values.

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Signature

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Date