



Job Description Form

Our Purpose

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

Position Title

Marketing and Communications Officer

Level

4

Position Number

37428

(Nominated)

Division/Directorate

Customer Strategy and Communications

Branch/Section

Customer Communications

Effective Date

June 2026

Health Task Risk Assessment Category

5

Reporting relationships

Superordinate: Marketing and Communications Manager, Level 6

Subordinates: No Direct Reports

Key role of this position

This position assists in the coordination and delivery of creative, customer-focused marketing and communication activities for the Public Transport Authority (PTA) and its sub-brands.

The role plays a key part in driving the development of integrated campaigns, digital media, and passenger information across paid, owned, and digital platforms — ensuring communications are not only consistent, but engaging, accessible, and influential.

Core duties and responsibilities

Marketing and Communications

- Contributes to the development and execution of creative, strategic and insight-led marketing and communication strategies.
- Engages external suppliers to deliver communication initiatives, including liaising with advertising agencies, media partners and research companies.
- Collaborates across the organisation to translate complex network information into clear, customer-friendly messaging.
- Analyses and reports on communication activities including market research and marketing campaigns and uses insights to optimise communications and inform future activities.
- Contributes to reporting and presentations that demonstrate the impact and value of communication activities.
- Works with external stakeholders to promote Transperth services and event ticketing arrangements through strategic communications and marketing.
- Supports the Digital Communications Manager in the planning and delivery of digital projects, including website and mobile app enhancements.
- Contributes to the development of user-focused digital experiences, ensuring content, functionality and design meet customer needs and organisational objectives.

Other Duties

- Other duties as required.

SELECTION CRITERIA

1. Core Competencies

- Tertiary qualification and / or relevant experience in marketing, communication, or other related discipline.
- Demonstrated experience in developing and implementing marketing and communication strategies/campaigns across paid, owned and digital channels.
- Ability to work effectively both individually and in a team, while managing multiple stakeholders and delivering against short time frames in a busy environment.

2. Communication and Interpersonal

- Well-developed interpersonal and communication skills, both written and verbal, with the ability to communicate clearly and succinctly to a variety of audiences.

3. Conceptual, Analytical and Problem Solving

- Sound conceptual, analytical and research skills, including the ability to identify problems and propose appropriate solutions.
- Demonstrated recent experience with digital analytics platforms for monitoring and evaluating digital activities.

4. Organisation

- Well-developed organisational skills including the ability to manage a range of diverse tasks with competing priorities.

5. Computer Literacy

- Strong digital proficiency, with experience across a broad suite of software including document creation, data analysis, presentations, and design tools.
- Proficient in managing digital content, with hands-on experience using content management systems (CMS) and social media platforms.
- Demonstrated recent experience using content management systems, email marketing platforms and social media management tools.

6. 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.

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

.....
Signature

.....
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.

.....
Signature

.....
Date

