



Job Description Form

Our Purpose

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

Position Title Education and Communications Officer	Level 5	Position Number 30160 (Nominated)
Division/Directorate Customer Strategy and Communications	Branch/Section	
Effective Date September 2025	Health Task Risk Assessment Category 4	

Reporting relationships

Superordinate: Communications and Engagement Manager, Level 6
Subordinate: No Direct Reports

Key role of this position

Manages the strategy and communications development and ongoing evaluation of the Public Transport Authority's community education program. The position is responsible for identifying and developing a range of community and education focussed initiatives aimed at specific stakeholder groups. The position also initiates and coordinates community and stakeholder relations and represents the PTA on relevant working groups.

Core duties and responsibilities

Community Liaison

- Responsible for the strategy and communications development, and ongoing evaluation of the PTA's Education Program.
- Initiates and coordinates the development of communication strategies necessary to inform key stakeholders such as local and state government and community groups about relevant projects and planning matters.
 - Community stakeholders include:
 - People with disabilities
 - Culturally and Linguistically Diverse (CaLD)
 - Seniors
 - School students, including at risk youth and Education Support
 - Corporate (workplaces)
 - Transport and Road Safety affiliates
 - Community service organisations
- Initiates, develops and maintains effective working relationships with key stakeholders.
- Works with and provides resources for the staff involved in the delivery of the PTA Education Program.

Communications Coordination

- Analyses and reports on the effectiveness of key communication strategies to support corporate priorities and outcomes.
- Identifies opportunities for PTA's representation, and attends as required, at a range of key community, corporate and education events.
- Coordinates and contributes to the content and development of the PTA education website content, resources and collateral.
- Undertakes other marketing projects as directed.

SELECTION CRITERIA

1. Core Competencies

- Tertiary qualifications or significant experience in communications, education or relevant discipline.
- Demonstrated experience in the development, implementation and evaluation of communications strategies for education programs.
- Demonstrated experience relating to community consultation and liaison.

2. Communication and Interpersonal

- Excellent verbal, and interpersonal skills.
- Well-developed relationship management skills.
- Well-developed written skills in conceptualising and preparing a range of communication materials

3. Conceptual, Analytical and Problem Solving

- Well-developed research, analytical and problem-solving skills.

4. Organisation

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

5. Computer Literacy

- Competency in the use and application of a PC including spreadsheets and presentation packages.

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.
- Possession of a current Western Australian 'C' or 'C-A' Class Driver's Licence 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

.....
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

