



## Job Description Form

### Our Purpose

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

**Position Title**

Project Officer (Information and Event Services)

**Level**

4

**Position Number**

34498, 35285

**Division/Directorate**

Transperth Systems, Regional & School Bus Services

**Branch/Section**

Information and Event Services

**Effective Date**

December 2018

**Health Task Risk Assessment Category**

5

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### Reporting relationships

Superordinate: Transperth Information & Events Services Coordinator, Level 6

Subordinates: No Direct Reports

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### Key role of this position

Assists with the coordination and promotion of Transperth's special event services and joint ticketing relationships. The position also coordinates and implements Transperth's information and communication activities and undertakes related projects for the branch.

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### Core duties and responsibilities

**Special Events**

- Supports the Transperth Information and Event Services Coordinator in liaising and negotiating with venues, promoters and event organisers as well as internal planning and scheduling staff to coordinate special event services and joint ticketing arrangements.
- Works with venues, promoters and event organisers to promote special event services and joint ticketing arrangements through advertising, online promotion, electronic direct mail and venue signage.

**Marketing and Communications**

- Assists in the development and responsible for the implementation of Transperth's marketing and communication strategies.
- Develops and implements promotional activity including preparing briefs for advertising agencies and media partners, planning launches and conducting research.
- Contributes to the development of effective working relationships with corporate sponsors, and to the promotion of Transperth's image within the community.
- Analyses and reports on market research, advertising and promotional campaigns and sales results as required.

## Projects and Research

- Undertakes medium level projects relating to information and events and other integrated marketing and communications matters.
- Undertakes international and national research and analysis in relation to marketing and communications and uses the information as a part of the implementation of ongoing improvements within the Transperth Information and Event Services Branch.

## Other Duties

- Other duties as required.

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## Essential Work Related Requirements

### 1. Job Specific

- A tertiary qualification in marketing, communications or other relevant discipline.
- Experience in undertaking projects relating to the development and implementation of integrated marketing and communication strategies/campaigns.
- Considerable experience in the development and implementation of special events and promotional activities which demonstrate an integrated approach to communications.

### 2. Communication and Interpersonal

- Well developed written, verbal and interpersonal skills, including the ability to negotiate with internal and external stakeholders.

### 3. Conceptual, Analytical and Problem Solving

- Sound skills in identifying trends and issues and making recommendations that contribute towards ongoing improvement.

### 4. Organisation

- Well developed organisational skills in completing day to day work and ongoing projects effectively with minimal direction and supervision.

### 5. Computer Literacy

- Well developed ability in using computers and a range of software packages including word processing, spreadsheet, presentation and design packages.
- Sound skills in working with a web based content management system.

## Special Appointment 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.

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**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**