



Job Description Form

Our Purpose

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

Position Title

Communications Consultant

Level

6

Position Number

35166

Division/Directorate

Corporate Communications

Branch/Section**Effective Date**

December 2019

Health Task Risk Assessment Category

5

Reporting relationships

Superordinate: Director Corporate Communications, Level 8

Subordinates: No Direct Reports

Key role of this position

Working with the divisions of PTA manages the planning, development and implementation of internal communications strategies and targeted external campaigns. The position also manages and reviews content, style and distribution of the organisation's various communications channels.

Core duties and responsibilities

Communications Management

- In consultation with the various divisions of the PTA, manages the planning and development of internal communication programs, presentations, publications and newsletters to ensure they are aligned with the Public Transport Authority's (PTA) strategic and organisational objectives.
- Liaises with other Departments and Divisions to identify and prioritise their communication needs and develops relevant strategic solutions, including managing all aspects of project-specific communications for PTA staff.
- Development and execution of targeted external campaigns to support key corporate initiatives.
- Researches, coordinates and distributes content for various internal channels including division-specific newsletters.
- Development of tools and collateral to support the communications objectives of the specific projects and programs.
- Supporting change management and operational readiness through the development and implementation of communication plans, in consultation with the project teams.

Corporate Communications Branch Team Member

- Participates as part of the management structure and as a constructive member of the Corporate Communications Team and the Commission Division.
- Maintains knowledge of, and contact with, industry, communities, special interest groups and clients of the agency.
- Maintains a commitment to self-learning and development.
- Other duties as required.

SELECTION CRITERIA

1. Core Competencies

- Substantial knowledge of and experience in managing the planning and development of contemporary internal communications strategies and in delivering a range of communication programs and activities.
- Demonstrated knowledge of the workings of a Public Sector Agency or a large corporate organisation.

2. Leadership and Management

- Demonstrated ability to achieve organisational goals by leading others in meeting challenges.

3. Communication and Interpersonal

- Highly developed written, oral and interpersonal skills including a demonstrated ability to build and maintain effective working relationship internally and externally.

4. Conceptual, Analytical and Problem Solving

- Highly developed conceptual, analytical, research and problem solving skills.

5. Organisation

- Well-developed planning and organisational skills, including the demonstrated ability to prioritise competing demands to meet required deadlines.
- Ability to work autonomously and within a team environment.

6. Computer Literacy

- Considerable understanding of content management systems and desktop publishing.

7. 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 Drivers 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

.....
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