



Job Description Form

Our Purpose

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

Position Title
Communications Officer

Level
4

Position Number
30126

Division/Directorate
Corporate Communications

Branch/Section

Effective Date
January 2020

Health Task Risk Assessment Category
5

Reporting relationships

Superordinate: Communications and Publications Manager, Level 6

Subordinates: No Direct Reports

Key role of this position

Coordinates and delivers the Public Transport Authority's (PTA's) youth and community-focused safety communications programs. In consultation with the Communications and Publications Manager, this role is responsible for identifying and developing a range of community and education-focused initiatives aimed at reducing safety-related problems on the public transport network. This includes building and maintaining productive relationships with key stakeholders and producing a range of communications materials and resources to support the PTA's safety initiatives.

Core duties and responsibilities

Strategy and Program Development

- Identifies key youth-related safety issues across the public transport network.
- Contributes to the development of safety-related communications strategy.
- Facilitates the co-design of effective safety-focused communications programs and campaigns with stakeholders as required.
- Manages the effective expenditure of program budgets.

Stakeholder Management

- Identifies, builds and maintains beneficial relationships with relevant youth and community-focused organisations, government departments, local authorities, schools and other safety-focused program representatives.
- Maintains an up-to-date contacts register or database for the programs.
- Liaises with internal PTA stakeholders about youth-related safety issues and program initiatives.
- Represents the PTA on relevant safety-related working groups and committees.

Program Delivery

- Coordinates the delivery of PTA's youth-focused safety communications programs in line with strategy.
- Maintains program websites and social media presence.
- Manages the production of program resources and communication materials.
- Procures and manages suppliers to deliver program initiatives where required.

Evaluation

- Develops and undertakes evaluation processes for the programs and communicates the outcomes to key stakeholders.

Other

- Responds to community inquiries about PTA's safety-related programs in a timely and professional manner.
- Participates as a constructive member of the Corporate Communications Team and the Corporate Division.
- Other duties as directed.

SELECTION CRITERIA

1. Core Competencies

- Demonstrated experience in the development, delivery and evaluation of youth or community focused communication programs.

2. Communication and Interpersonal

- Well-developed verbal and interpersonal skills, including the ability to negotiate, think innovatively and facilitate consultation sessions.
- Well-developed written skills in conceptualising and preparing a full range of communication materials.
- Demonstrated stakeholder management skills.

3. Conceptual, Analytical and Problem Solving

- Sound skills in identifying trends and issues and making recommendations that contribute to ongoing improvements.
- Ability to collaborate with relevant stakeholders and facilitate the design of solutions to identified issues.

4. Organisation

- Sound planning and organisational skills, including the ability to prioritise tasks and meet deadlines.

5. Computer Literacy

- Well-developed ability in using computers and relevant software applications, including website management systems and social media platforms.

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.
- Provision of a current Working with Children Check.

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