



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

Division/Directorate

Transperth Systems, Regional & School Bus
Services

Branch/Section

Information and Event Services

Effective Date

July 2020

Health Task Risk Assessment Category

5

Reporting relationships

Superordinate: Transperth Information & Events Services Coordinator, Level 6

Subordinates: No Direct Reports

Key role of this position

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

Core duties and responsibilities

Marketing and Communications

- Assists in the development and responsible for the implementation of Transperth's marketing and communication strategies.
- Assists in the development and responsible for the delivery of content on Transperth's social media channels.
- 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.

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.

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.

SELECTION CRITERIA

1. Core Competencies

- A tertiary qualification in marketing, communications or other relevant discipline.
- Considerable experience in undertaking projects relating to the development and implementation of integrated marketing and communication strategies/campaigns, including the development of social media campaigns.
- Experience in the development and implementation of special events and/or 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 and social media management systems.

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