

HUMAN RESOURCES
Job Description Form



1 Position Identification

POSITION TITLE	Digital Project Officer
CLASSIFICATION	Level 3
POSITION NUMBER	TWA20049
DIVISION	Marketing
BRANCH	Digital Platforms
NO. OF DIRECT REPORTS	Nil
REPORTS TO:	Senior Manager, Digital Platforms, TWA20045, Level 7

2 Corporate Context

The Department of Jobs, Tourism, Science and Innovation is Western Australia's lead agency for economic development, international trade and investment, tourism and innovation. For further information please visit our website at www.jtsi.wa.gov.au.

Organisational Context

Tourism WA is a State Government statutory authority and part of the broader economic development portfolio of Jobs, Tourism, Science and Innovation.

Tourism WA is responsible for promoting Western Australia as a holiday destination. Its focus is on marketing the State; developing, attracting and promoting major sporting, cultural and business events; and supporting the development of significant tourism infrastructure and projects.

Operational Context

The Marketing Division seeks to drive leisure visitation, spend and dispersal in the intrastate, interstate and international markets by increasing the awareness, consideration and desire to travel to Western Australia. It is responsible for paid, earned and owned media channels and content. The Division is the custodian of insights and planning, brand strategy, data and digital platforms, marketing content management, and social community management.

Team Vision

To embody the spirit of adventure by working together to deliver brave and bold marketing and partnerships campaigns.

3 Purpose of Position

- 3.1 Support key digital projects across the digital platforms team as required.
- 3.2 Support the implementation and industry engagement regarding Australian Tourism Data Warehouse (ATDW).

- 3.3 Support discussions across Tourism WA, identifying annual, quarterly and responsive digital platform needs, and develop the required business cases, budgets and contracts to deliver this.

4 Job Responsibilities

4.1 Data Platform Management

- Provide project and administrative support for implementing the Tourism WA Data Management Plan.

4.2 Project Management

- Provide project and administrative support for Tourism WA's digital platform projects, as directed.

4.3 Consultancy and Communication

- Build and sustain collaborative relationships with internal and external stakeholders to understand, analyse and validate different business and customer requirements.

4.4 Performance Reporting and Optimisation

- Support the Senior Manager in establishing objectives, targets and KPIs for the team and for projects and delivering reporting requirements.

4.5 Procurement and Contract Management

- Assist with the procurement and management contracts with third-party supplier, to ensure sound governance, service delivery, value for money and budget management.

4.6 Team Support

- Provide administrative support to the Senior Manager and other members of the Digital Platforms team, as required.
- Assist the Senior Manager to manage the operating budgets for the Digital Platforms team.

4.7 Other Duties

- Assist with the identification, assessment and management of risks related to digital projects.
- Other duties as required.

5 Corporate Responsibilities

- 5.1 Demonstrate effective leadership and integrity by complying with the departmental Code of Conduct and all policies and procedures.

6 Job Requirements

- 6.1 Understanding of the principles of planning, implementation and reporting of digital marketing activity.

- 6.2 Experience in assisting with the planning, implementation and reporting of digital projects.

7 Capabilities

7.1 Shapes and Manages Strategy

- Uses appropriate techniques to accurately access, research, analyse and report on information; or data; or to resolve problems.

7.2 Achieves results

- Organises work across a number of concurrent projects to reflect priorities and achieves outcomes within timeframes.

7.3 Builds Productive Relationships

- Works collaboratively to achieve tasks with both internal and external customers.

7.4 Exemplifies Personal Integrity and Self Awareness

- Demonstrates willingness to participate in, and assist with implementing, learning and development opportunities.

7.5 Communicates and Influences Effectively

- Communicates clearly and effectively including within a small team environment.
- Provides accurate information, checks and confirms accuracy prior to release and drafts a variety of written documents.

8 Appointment Details

LOCATION	Perth CBD
INDUSTRIAL AGREEMENT	Public Sector CSA Agreement 2019
AWARD	Public Service Award 1992
SPECIAL CONDITIONS	Nil
ALLOWANCES	Nil
ACCOMMODATION	Not applicable
SPECIALISED EQUIPMENT OPERATED	Not applicable (Note: Unless otherwise stated in the Job Description Form, all positions require the occupant to be able to use a personal computer and have a working knowledge of Microsoft Office software – Word, Excel, PowerPoint and Outlook).
EFFECTIVE DATE	12 October 2020

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