



## Social Media Consultant

<b>Branch:</b>	Media and Communications
<b>Directorate:</b>	Office of the Director General
<b>Position Number:</b>	00026576
<b>Classification:</b>	Level 5
<b>Physical Location:</b>	Perth (William Street)
<b>Award/Agreement:</b>	Public Service Award & Public Sector CSA Agreement 2021

Department of Transport's vision is to have the best integrated and intelligent transport services and solutions for the State. We provide and enable safe, accessible and efficient movement for the economic and social prosperity of Western Australia.

The Department forms part of the Transport portfolio and includes Main Roads WA and the Public Transport Authority.

### Our Values:

We welcome [\*Fresh Thinking\*](#) and finding better ways of working

We set [\*Clear Direction\*](#) and have the courage to follow through

We work together to deliver [\*Excellent Service\*](#)

We make things happen through our [\*Great People\*](#)

Department of Transport (DoT) is an equal opportunity employer and embraces diversity as we believe the best services come from a workplace in which varied viewpoints are welcomed and encouraged.

## Overview of Directorate

The Office of the Director General (ODG) is responsible for communications, Ministerial and Parliamentary liaison, governance, risk management, and audit within the DoT. ODG also provides executive, governance and strategic support to the Director General, DoT's Corporate Executive, the Transport Portfolio agencies and the Governance Council, as well as the Offices of the Minister for Transport; and the Minister for Ports.



## Overall Purpose of the Role

Supports the Media and Communications function through the development and implementation of social media and digital communications strategies, and responsible for the management of the Department's social media presence through the design and delivery of digital content, as well as planning, scheduling, and analysis of social interaction across all DoT platforms.

## Work Description

- Manages the Department's social media platforms, including Facebook, Instagram, Twitter and LinkedIn and their associated policies and guidelines.
- Develop end-to-end social media strategies, policies, and processes in line with organisational vision, values, and strategic purpose.
- Manages the My Say Transport digital community engagement platform in collaboration with colleagues and business unit stakeholders.
- Co-ordinates and prepares the weekly program of newsflashes on the Transporta intranet in collaboration with colleagues and business unit stakeholders
- Collaborates with Senior Communications Consultants and business units to develop weekly social media content schedules.
- Produces engaging written, visual, and graphic content that builds meaningful connections and encourages community engagement.
- Monitors, and responds to social media posts and identifies trends, risks, issues, and opportunities.
- Analyses key metrics and prepares monthly and quarterly reports on social media channel performance and engagement, providing feedback to the Manager Media and Communications and Manager Digital Communications, and ensuring continuous improvement.
- Research social media trends and explores new social media opportunities across existing and new channels.
- Ensures social media activities comply with relevant copyright, trademark, design, patent and privacy laws.
- Oversees the creation of digital assets, including photography, videography, editing and graphics
- Supports DoT business units and the wider Media and Communications team to distribute information to key target audiences via the Department's social media channels and My Say Transport.
- Establishes and maintains productive working relationships with key stakeholders, team members and other staff across the business.
- Provides social media training and advice to other business areas.
- Undertakes other duties as requested.



## Work related requirements

The following criteria are to be applied within the context of this position, which includes alignment to the Department's values.

### Criteria

#### ESSENTIAL:

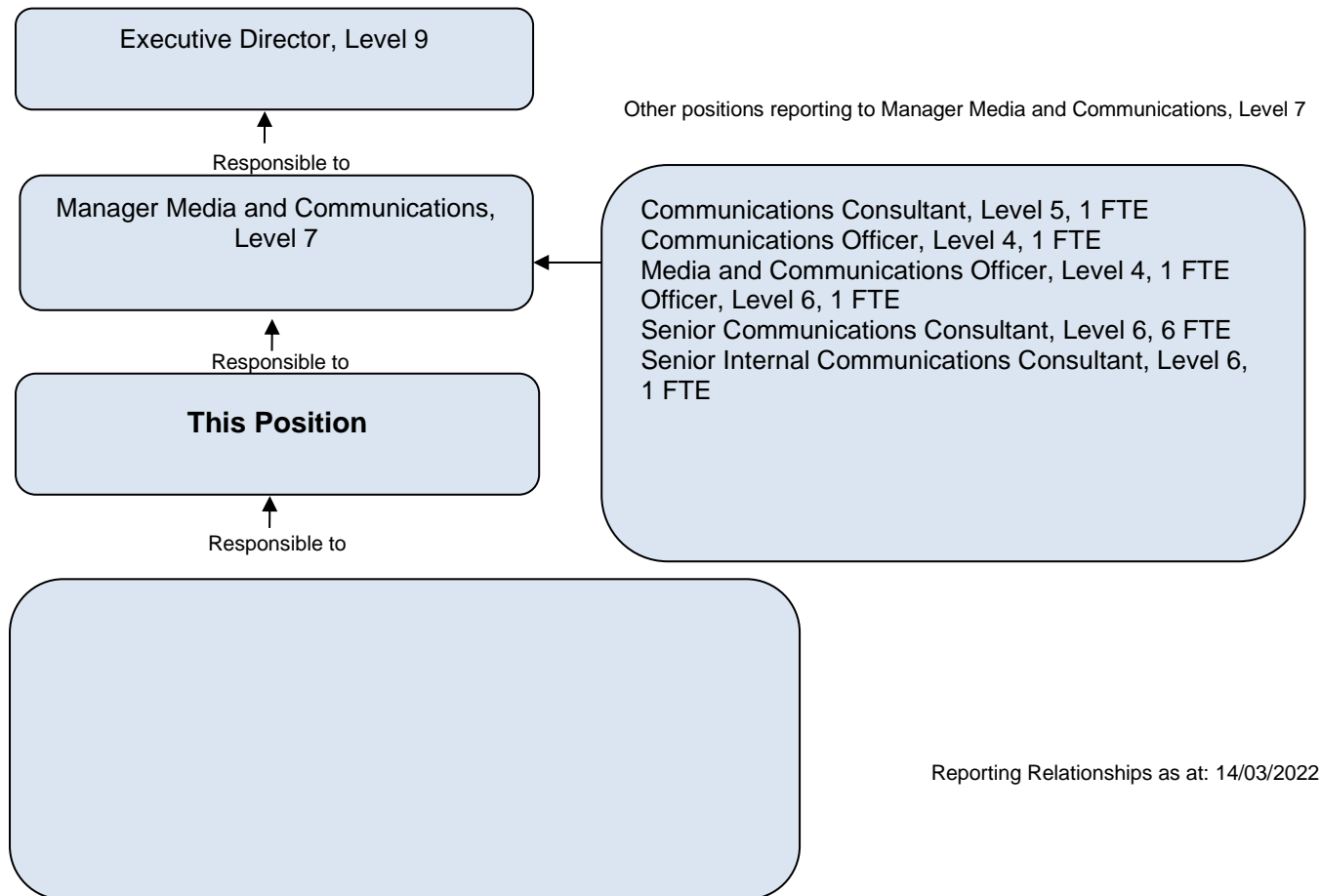
1. Demonstrated experience in social media channel management in a large and complex organisation, including developing end-to-end social media strategies, policies, and processes in line with organisational vision, values, and strategic purpose.
2. Knowledge and experience in social media and digital media content management and marketing and understanding of digital video and visual production components.
3. Demonstrated understanding of social media and digital communications platforms' analytics to effectively measure the impact of information and messaging to target groups, identify improvement opportunities, and develop solutions.
4. Highly developed oral and interpersonal communications skills including the ability to develop and sustain effective internal and external stakeholder relationships.
5. Demonstrated planning, organisational and project management skills with proven ability to prioritise, and deliver outcomes within tight timeframes.

#### DESIRABLE:

1. A relevant tertiary degree or similar qualification in marketing or digital marketing.



## Reporting Relationships



## Allowances/Special Conditions

- A current national police clearance certificate incorporating criminal and traffic convictions and infringements is required for this position.

## Certification

The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of the position.

**Executive Director  
People and Culture**