



Job Description Form

Our Purpose

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

Position Title

Marketing and Communications Manager

Level

6

Position Number

33214

(Nominations)

Division/Directorate

Customer Strategy and Communications

Branch/Section**Effective Date**

April 2024

Health Task Risk Assessment Category

5

Reporting relationships

Superordinate: Manager Customer Communications, Level 8

Subordinates: Digital Communications Officer, Level 5
Marketing and Communications Officer, Level 4 (x3)
Communications Support, Level 3

Key role of this position

This position is responsible for coordinating and implementing PTA's marketing strategies and initiatives across all PTA brands, including Transperth and Transwa. This role requires a combination of strategic thinking, creativity, and analytical skills to effectively reach target audiences and achieve marketing objectives. As the 'Second in Charge' for the Customer Communications branch, this position is also responsible for the management and leadership of a team of staff, fostering a positive and collaborative environment.

Core duties and responsibilities

Marketing and Communications

- Develops, implements and evaluates marketing, communication and promotional strategies, programs and projects, including major advertising campaigns, online promotions and publications to support corporate priorities and outcomes.
- Ensures consistent branding and messaging across all marketing materials and channels.
- In consultation with the Customer Communications Manager, identifies strategic promotion opportunities and implements strategies to profile and promote public transport and Transperth in particular.
- Coordinates and contributes to the content and development of PTA websites and mobile applications.
- Oversees Transperth and Transwa's public response to service disruptions and changes.
- Collaborates with cross-functional teams to align marketing efforts and overall business goals.
- Manages the production of external publications, ensuring consistency and accuracy of content and style guidelines.
- Manages the strategic implementation of PTA, Transperth and Transwa social media channels and identifies opportunities for engagement and improvement.
- Monitor and analyse key performance metrics to measure the effectiveness of marketing initiatives.

Contract Management

- Responsible for the general management and administration of the branch's complex contractual arrangements.
- Monitors the performance of contractors and recommends solutions or actions as appropriate for the circumstances to improve performance.
- Manages relationship with advertising agency and other external partners, including overseeing project timelines and ensuring deliverables meet quality standards. Collaborating to develop creative concepts, provide feedback and evaluate campaign performance, fostering a productive and mutually beneficial partnership.

Leadership and management

- Lead and mentor a team of marketing professionals, providing guidance and support.

Other Duties

- Drafts and prepares Briefing Notes and Ministerial responses and provides timely and accurate advice to the PTA Executive and Minister as required.
- Identifies and manages the implementation of process and system improvements relating to the responsibilities of Customer Communications branch.
- Other duties as required.

SELECTION CRITERIA

1. Core Competencies

- Tertiary qualification in marketing, advertising or other relevant discipline.
- Significant experience in planning, developing and implementing education, behaviour change and communication campaigns as well as promotional activities which demonstrate an integrated approach to communications.

2. Leadership and management

- Sound supervisory skills, including the ability to provide clear advice, direction and appropriate feedback to team members.
- Well developed leadership skills, including the ability to engage and motivate people towards achieving team outcomes.

3. Communication and Interpersonal

- Highly developed (verbal, written and interpersonal) communication skills including the ability to prepare a range of written documentation, foster relationships with stakeholders and deal with high level consultations and negotiations.

4. Conceptual, Analytical and Problem Solving

- Demonstrated problem solving skills including the ability to gather, analyse and interpret data, develop innovative solutions and make informed decisions.

5. Organisation

- Highly developed organisational skills including the ability to manage a range of diverse tasks with competing priorities through the use of effective teamwork and delegation.

6. Computer Literacy

- Highly developed computer literacy and ability to use a wide range of programs, as well as learn new software quickly.

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 Driver's Licence 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

.....
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

