

Position Title:	Principal Imagery Analyst	Classification Level:	Level 7
Position Number:	3250008	Location:	Midland
Reports To:	Director Earth Observation, Level 8	Positions Under Control:	0
Branch / Section:	Earth Observation	Job Families/Function	Science and Technical - Earth Sciences/Spatial Data
Business Unit:	Location Services	Leadership Context:	Leading Leaders – Knowledge Leader

Business Area Overview

Location Services provides trusted location data and spatial services to support the management and development of Western Australia to benefit the community. Earth Observation creates and maintains the State's foundational location information, explores advanced earth observation and delivers remote sensing services to customers.

Role Summary

The Principal Imagery Analyst provides specialist advice to key internal and external stakeholders in earth observation and applies specialist skill and knowledge to inform complex work including:

- leading the development and implementation of strategies to utilise imagery to create 3D surfaces and 3D objects for spatial digital twins.
- consulting and engaging across WA State and Local Government to evaluate factors that will influence how imagery (ground, drone, aerial, satellite) is captured and processed now and into the future.
- connecting the WA public sector with national committees (eg. ANZLIC and ICSM) to lead the standardisation and harmonisation of imagery capture specifications to effectively utilise imagery to create 3D surfaces and 3D objects appropriate for spatial digital twins.

Responsibilities

- Oversees and leads the development and implementation of strategies to utilise imagery to create 3D surfaces and 3D objects for spatial digital twins in consultation across the WA public sector.
- Maintains a specialist level of skill and knowledge in the creation of 3D surfaces and objects for spatial digital twins, including developing specifications of quality assurance processes where these outputs are internally or externally sourced as well as related legislation, regulation and policies.
- Provides strategic specialist information, advice and recommendations to internal and external stakeholders on policy, procedural changes, project proposals and complex technical matters.
- Reviews and considers complex matters and provides detailed information, advice and recommendations to internal decision makers on the application of legislation, regulations, policies and technology.
- Provides technical leadership and direction to the team responsible for the creation of 3D surfaces and objects for spatial digital twins, including developing specifications of quality assurance processes where these outputs are internally or externally sourced.
- Develops and maintains strategic partnerships with key internal and external stakeholders, including at a national and international level, to understand and ensure needs are met and maintain an awareness of trends and opportunities in relevant technology as well as negotiating with Australian government agencies where earth observation is applied to address WA policy issues.

- Encourages innovation and actively works with industry partners and internal teams to research and implement improvement initiatives and projects.
- Influences the national agenda for the benefit of WA, by actively participating in state and national forums for developing standards, strategies and improved harmonisation of earth observation information.
- Supports the Manager Earth Observation to determine work programs; allocate resources and assess team members' technical performance.
- Adheres to Work Health and Safety (WHS) policies and procedures that ensures the safety of staff and customers.
- Acts with integrity at all times, demonstrates behaviours aligned with Landgate's code of ethics and works within relevant policies and procedures, contributing to the accountabilities of the team.
- Performs other duties as directed.

Essential Role Requirements

Expected Behaviours

Landgate has adopted the Public Sector [Leadership Expectations framework](#), and this role sits in the **Leading Leaders** context. Leadership in this context is about getting results through leaders and their teams in a single business area, and by influencing leaders in other business areas.

- **Lead collectively** – You are able to translate and communicate the agency's objectives into strategic projects and key performance areas for your leadership teams.
- **Think through complexity** – You use systems thinking and see the bigger picture, breaking it down into prioritised components.
- **Dynamically sense the environment** – You consider your solutions carefully, exploring the wider impact of your decisions on your business area and the broader operations of the agency.
- **Deliver on high leverage areas** – You display a positive approach to navigating obstacles and challenges to your goals.
- **Build capability** – You recognise and embrace your role as a coach to others, dedicating and committing the required time.
- **Embody the spirit of the public service** – You lead by example and understand the principles of good corporate governance, implementing your plans and procedures accordingly.
- **Lead adaptively** – You are continually learning and adjusting your approach to be effective in the changing work environment.

Experience/Qualifications

- Substantial accumulated experience in capture, processing, and use of high-resolution imagery datasets, preferably for 3D surface and 3D object creation for spatial digital twins.
- Substantial accumulated experience with roles where collaborative approaches to solution development and implementation were key to success both internal and external to the organisation.

Desirable Role Requirements

- A tertiary qualification in an appropriate earth, imagery, computer or data science discipline.

Appointment Conditions

- National Police Clearance

Reporting Relationships

Reports to:	
Director Earth Observation, Level 8	Other positions reporting to this position:
	Principal Satellite Systems Consultant, Level 7
	Principal Remote Sensing Consultant, Level 7
	Manager Earth Observation, Level 6
This position:	
Principal Imagery Analyst, Level 7	
Direct Reports: Nil	

Certification

These details are an accurate statement of the duties, responsibilities and other requirements of the position.

Position Title and Business Unit	Name	Date
P&C Senior Advisor, Corporate Services	Sharon McKenzie	4 June 2025
Director Earth Observation, Location Services	Annaliese Walster	17 June 2025

Effective Date: 30 June 2025