

<b>Position Title</b>	Digital Media Graduate
<b>Department</b>	City Future
<b>Unit</b>	City Business and Engagement
<b>Team</b>	City Marketing and Investment
<b>Supervises</b>	Nil
<b>Reports To</b>	Coordinator City Marketing and Investment
<b>Grade Range</b>	D
<b>Date Prepared</b>	31/07/2024
<b>Date Last Updated</b>	6/08/2024

## Our Vision & Values: A leading organisation that collaborates & innovates



We are committed to **safety**



We work as one **team**



We act with **integrity**



We care about our **customers**



We **continuously improve**

## Primary purpose of position

The Graduate Media Digital is responsible for supporting the production of videography, photography and podcast content via the City Canterbury-Bankstown's service, Studioventure. This position will collaborate with the City Marketing & Investment team and customers on production and delivery of content for external businesses and the City Brand - Where Interesting Happens brand. This position will also support the team with creation and management of content and digital channels for the Where Interesting Happens brand.





## Accountabilities

- Support the Digital Media Producer for Studioventure's administrative tasks, booking system and requests for photography, videography and podcast services;
- Support with the maintenance of video, still photographic and podcast equipment;
- Support the Digital Media Producer in the filming and editing of engaging and creative content for customers;
- Support the City Marketing and Investment Unit on the creating of digital content for the city brand;
- Support the City Marketing and Investment team with creation and updating of content for digital platforms;
- Monitor digital media industry trends and technologies to expand the use of digital/social media;
- Provide reporting data of the Studioventure service and digital platforms as requested;
- Other duties as directed by the Manager of City Business and Engagement or Coordinator City Marketing and Investment;
- Demonstrate a strong customer focus which is accurate, responsive, timely and courteous.

## Position capabilities and level

Below is the full list of capabilities and the level required for this position. The capabilities in bold are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

### Capability Profile – Labourer/ TAG

Capability Group	Capability Name	Level
 <b>Personal Character</b>	Lead Self	Foundational
	Display Resilience	Foundational
	Act with Integrity	Foundational
	<b>Safety and Accountability</b>	Foundational
 <b>Relationships</b>	Communicate and Engage	Foundational
	Customer and Community Focus	Foundational
	<b>Work Collaboratively</b>	<b>Foundational</b>
	Influence and Negotiate	Foundational
 <b>Results</b>	Plan and Prioritise	Foundational
	Think and Solve Problems	Foundational
	<b>Innovate and Improve</b>	<b>Foundational</b>
 <b>Resources</b>	Deliver Results	Foundational
	Finance	Foundational
	Assets and Tools	Foundational
 <b>People Leadership</b>	<b>Technology and Information</b>	<b>Foundational</b>
	Procurement and Contracts	Foundational
	Manage and Develop People	N/A
	Inspire Direction and Purpose	N/A
	Optimise Workforce Contribution	N/A
	Lead and Manage Change	N/A

## Focus Capabilities

The focus capabilities for the position are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least satisfactory level for a candidate to be suitable for appointment.

### CBCity Capability Framework - Focus Capabilities

Group & Capability	Level	Behavioural Indicators
<b>Personal Character</b>		
Safety and Accountability	Foundational	<ul style="list-style-type: none"> <li>• Takes responsibility for own actions</li> <li>• Completes tasks he/she has agreed to on time</li> <li>• Is aware of the decisions that need to be referred to a manager or supervisor and acts</li> <li>• Takes care of own and others' safety and wellbeing by following safe work practices</li> </ul>
<b>Relationships</b>		
Work Collaboratively	Foundational	<ul style="list-style-type: none"> <li>• Keeps team and supervisor informed of what he/she is working on</li> <li>• Shares knowledge and information with team members and other staff</li> <li>• Offers to help colleagues and takes on additional tasks when workloads are high</li> <li>• Is aware of the wellbeing of coworkers and provides support as appropriate</li> <li>• Is open to input from people with different experiences, perspectives and beliefs</li> </ul>
<b>Results</b>		
Innovate and Improve	Foundational	<ul style="list-style-type: none"> <li>• Contributes own knowledge and ideas</li> <li>• Suggests improvements to the way work is done</li> </ul>
<b>Resources</b>		

Technology and Information	Foundational	<ul style="list-style-type: none"> <li>• Shows confidence in using the technology required in the role</li> <li>• Uses technology appropriately, in line with acceptable use policies</li> <li>• Completes work tasks in line with records, information and knowledge management</li> </ul>
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\* Focus Capabilities are those judged to be the most important at the time of recruiting to the position. The mix of “focus” capabilities can change over time, reflecting changing work priorities and current team strengths.

### Delegations

Decisions associated with this position are to be made in accordance with the Delegations of Authority (Policy186) approved by the General Manager.

### Code of Conduct

All staff are required to adhere to the Code of Conduct (CP25).

### Work Health & Safety

All staff are required to adhere to Council’s WHS&E Responsibilities and Authorities document (REF229) and associated policies and procedures.

### Records Management

All staff are required to comply with Council’s Records and Information Management policies, procedures and guidelines.

### Qualifications and Experience

#### Essential Qualifications

- Tertiary qualification in communications, video production training and or similar relevant industry qualification/experience.

#### Essential Experience

- Demonstrated experience in operating video and photography equipment and the use of digital editing tools, including Adobe Premier and Adobe After Effects;
- Experience in developing online content for websites and social media platforms;
- Excellent attention to detail, time management and stakeholder engagement.

#### Desirable Qualifications and or Experience

- Excellent written and verbal communication skills, including using social media as a marketing tool;
- Graphic design skills, including typography, text overlays and image editing.

HUMAN RESOURCES USE (SELECT YES OR NO)	YES	NO
Does this position fall under the definition of child related employment?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Does this position require incumbent to undergo criminal reference check?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Does this position require incumbent to demonstrate good driving Licence class required:      No Licence Required	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Will incumbent need to make disclosure of pecuniary interest?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Could there be a conflict of interest with secondary employment?	<input checked="" type="checkbox"/>	<input type="checkbox"/>