

<b>Position Title</b>	Digital Communications and Media Officer
<b>Department</b>	City Future
<b>Unit</b>	Communications
<b>Team</b>	Media and Digital Communications
<b>Supervises</b>	Nil
<b>Reports To</b>	Team Leader Media and Digital Communications
<b>Grade Range</b>	G
<b>Date Prepared</b>	21/02/2020
<b>Date Last Updated</b>	30/05/2024

## 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

Breathe life into content to spark interest and connect with our community. Cultivate interest of the amazing services, initiatives and projects we delivery by sharing our stories and what we do.






## Accountabilities

- Plan, generate and publish engaging and targeted social media content across Council's social media channels and websites.
- Monitor Council-related matters on Council and non-Council social media platforms.
- Monitor and respond to social and media enquiries, including any urgent or critical issues as they arise.
- Identify, track and report on content metrics and benchmarks based on goals and best practice, in collaboration with the team and internal customers.
- Assist with developing content for online and offline platforms, including flyers, newsletters and website.
- Film, edit and produce video content for social media channels.
- Support and act as a back-up for Media Specialist as required, writing media releases, alerts and responses; and liaising with media, ensuring Council's reputation is managed and requests are responded to in a timely and accurate manner.
- Assist with media briefings, interviews, photo opportunities and events, as required, and represent the organisation at official functions and events where media may be present
- Assist with Mayoral engagement, outreach activities and/or events
- Any other tasks as required by Team Leader Media and Digital Communications, Manager Communications and/or Director City Future

## 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 D Council Officer

Capability Group	Capability Name	Level
 <b>Personal Character</b>	<b>Lead Self</b>	Adept
	Display Resilience	Intermediate
	Act with Integrity	Adept
	Safety and Accountability	Intermediate
 <b>Relationships</b>	Communicate and Engage	Intermediate
	<b>Customer and Community Focus</b>	Adept
	Work Collaboratively	Adept
 <b>Results</b>	Influence and Negotiate	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	<b>Innovate and Improve</b>	Intermediate
 <b>Resources</b>	Deliver Results	Intermediate
	Finance	Intermediate
	Assets and Tools	Intermediate
	<b>Technology and Information</b>	Intermediate
 <b>People Leadership</b>	Procurement and Contracts	Intermediate
	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>		
Lead Self	Adept	<ul style="list-style-type: none"> <li>• Initiates action on team/unit projects, issues and opportunities</li> <li>• Accepts and tackles demanding goals with drive and commitment</li> <li>• Seeks opportunities to apply and develop strengths and skills</li> <li>• Examines and reflects on own performance</li> <li>• Seeks and responds well to feedback and guidance</li> </ul>
<b>Relationships</b>		
Customer and Community Focus	Adept	<ul style="list-style-type: none"> <li>• Demonstrates a sound understanding of the interests and needs of customers and the community</li> <li>• Takes responsibility for delivering quality customer- focused services</li> <li>• Listens to customer and community needs and ensures responsiveness</li> <li>• Builds relationships with customers and identifies improvements to services</li> <li>• Finds opportunities to work with internal and external stakeholders to implement improvements to customer services</li> </ul>
<b>Results</b>		
Innovate and Improve	Intermediate	<ul style="list-style-type: none"> <li>• Researches developments and trends in the industry</li> <li>• Thinks about issues and opportunities from different viewpoints</li> <li>• Links together unrelated ideas or events to generate insights</li> <li>• Identifies improvements to work systems, processes and practices</li> </ul>

Resources		
Technology and Information	Intermediate	<ul style="list-style-type: none"> <li>Shows confidence in using core office software and other computer applications</li> <li>Makes effective use of records, information and knowledge management systems</li> <li>Supports the introduction of new technologies to improve efficiency and effectiveness</li> </ul>

\* 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, media or similar relevant industry qualification/experience.

#### Essential Experience

- Extensive experience in managing social and digital media platforms.
- Demonstrated experience in creating targeted and engaging content on social media channels – Facebook, Instagram, Twitter and LinkedIn.
- Demonstrated experience creating video and photography content for a range of channels and styles.
- Demonstrated understanding and use of social and web analytics tools to shape decision making.

- Demonstrated ability to produce multiple projects simultaneously with tight timeframes.
- Demonstrated experience working in a fast-past environment, adapting to changing priorities and meeting tight deadlines.
- Ability to work weeknights and weekends.
- Current Class C Drivers Licence.

### Desirable Qualifications and or Experience

- Demonstrated experience in Media.
- Ability to translate complex and political issues into plain English that meets the needs of the audience.
- Demonstrated experience in writing for different mediums and audiences.
- Experience in dealing with customers and working with them to achieve balanced outcomes.
- Website experience.
- Graphic design skills, including typography, text overlays and image editing.

<b>HUMAN RESOURCES USE (SELECT YES OR NO)</b>	<b>YES</b>	<b>NO</b>
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: C Class Drivers Licence	<input checked="" type="checkbox"/>	<input 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"/>