

<b>Position Title</b>	Digital Media Producer
<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>	H
<b>Date Prepared</b>	20/10/2021
<b>Date Last Updated</b>	25/11/2025

## 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 Digital Media Producer is responsible for producing captivating videography, photography and podcast content via the City Canterbury-Bankstown's newest service, Studioventure. Studioventure will service Councillors and external customers. The Digital Media Producer will collaborate with customers on production and delivery of content.

## Accountabilities

- Oversee booking system and provide end-to-end support to external customers on all requests generated for photography, videography and podcast services
- Work within external stakeholders' budgets to meet agreed scope of work on all briefs
- Manage the use and maintenance of video, still photographic and podcast equipment
- Film and edit engaging and creative content for Councillors
- Collaborate with City Marketing and Investment Unit on captivating content for the city brand and relevant digital platforms
- Monitor digital media industry trends and technologies to identify new opportunities to expand the use of digital/social media to increase engagement and profile opportunities in our city
- Provide a monthly/ quarterly update of the number of bookings received and managed to be included in the reports to the Senior Management
- Collaborate with internal other stakeholders to provide specialist digital media technical advice
- 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 – Senior Technical/ Professional Specialist		
Capability Group	Capability Name	Level
<b>Personal Character</b>	<b>Lead Self</b>	Advanced
	Display Resilience	Adept
	Act with Integrity	Advanced
	Safety and Accountability	Advanced
<b>Relationships</b>	Communicate and Engage	Adept
	<b>Customer and Community Focus</b>	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
<b>Results</b>	Plan and Prioritise	Advanced
	Think and Solve Problems	Adept
	<b>Innovate and Improve</b>	Advanced
	Deliver Results	Advanced
<b>Resources</b>	Finance	Adept
	Assets and Tools	Adept
	<b>Technology and Information</b>	Adept
	Procurement and Contracts	Adept
<b>People Leadership</b>	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.

### CBCCity Capability Framework - Focus Capabilities

Group & Capability	Level	Behavioural Indicators
<b>Personal Character</b>		
Lead Self	Advanced	<ul style="list-style-type: none"> <li>• Demonstrates motivation to serve the community and organisation</li> <li>• Initiates team activity on organisation/unit projects, issues and opportunities</li> <li>• Seeks and accepts challenging assignments and other development opportunities</li> <li>• Seeks feedback broadly and asks others for</li> <li>• Translates negative feedback into an opportunity to improve</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	Advanced	<ul style="list-style-type: none"> <li>• Encourages independent thinking and new ideas from others</li> <li>• Draws on developments and trends in the industry and beyond to develop solutions</li> <li>• Supports experimentation and rapid prototyping to test and refine innovative solutions</li> <li>• Develops/champions innovative solutions with long standing, organisation-wide impact</li> </ul>

## Resources

Technology and Information	Adept	<ul style="list-style-type: none"> <li>• Selects appropriate technologies for projects and tasks</li> <li>• Identifies ways to leverage the value of technology to achieve outcomes</li> <li>• Ensures team understands their obligations to use technology appropriately</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.
- C Class Drivers Licence

### Essential Experience

- Minimum five years' experience in operating video and photography equipment and the use of digital editing tools, including Adobe Premier and Adobe After Effects.
- Experience in directing and compiling video and online content for websites and social media platforms.
- Proven ability to develop creative and engaging content for digital audiences.
- Demonstrated understanding of tailoring content across different digital platforms for target audiences.
- Demonstrated ability to manage multiple projects simultaneously.
- Excellent attention to detail, time management, stakeholder engagement and problem-solving skills

**Desirable Qualifications and or Experience**

- Knowledge of current government policies, structures and processes.
- Excellent written and verbal communication skills, including using social media as a marketing tools.
- 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 checked="" type="checkbox"/>	<input type="checkbox"/>
Could there be a conflict of interest with secondary employment?	<input checked="" type="checkbox"/>	<input type="checkbox"/>