

<b>Position Title</b>	Cadet Digital Content Officer
<b>Department</b>	Office of the CEO
<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>	T8
<b>Date Prepared</b>	28/11/2024
<b>Date Last Updated</b>	18/08/2025

## 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 Cadet Digital Content Officer will support Council's communications objectives with the production of videography, photography and digital content to promote the services, initiatives and projects we deliver by sharing our stories and what we do with our community.

This position is suited to a student in their penultimate or final year of study or recently completed, in the field Communications, Social, Media, Photography or similar and looking for great start in local government to develop your skills with guidance from a team of skilled communications professionals.

## 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 Ɖ Labourer/ TAG		
Capability Group	Capability Name	Level
 <b>Personal Character</b>	<b>Lead Self</b>	Foundational
	Display Resilience	Foundational
	Act with Integrity	Foundational
	Safety and Accountability	Foundational
 <b>Relationships</b>	Communicate and Engage	Foundational
	<b>Customer and Community Focus</b>	Foundational
	Work Collaboratively	Foundational
	Influence and Negotiate	Foundational
 <b>Results</b>	Plan and Prioritise	Foundational
	Think and Solve Problems	Foundational
	<b>Innovate and Improve</b>	Foundational
	Deliver Results	Foundational
 <b>Resources</b>	Finance	Foundational
	Assets and Tools	Foundational
	<b>Technology and Information</b>	Foundational
	Procurement and Contracts	Foundational
 <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.

### CBCity Capability Framework - Focus Capabilities

Group & Capability	Level	Behavioural Indicators
<b>Personal Character</b>		
Lead Self	Foundational	<ul style="list-style-type: none"> <li>• Understands own role within the team</li> <li>• Proactively seeks instruction and guidance</li> <li>• Approaches work tasks with energy and enthusiasm</li> <li>• Stays up to date with knowledge, training and</li> <li>• Is willing to learn and apply new skills</li> </ul>
<b>Relationships</b>		
Customer and Community Focus	Foundational	<ul style="list-style-type: none"> <li>• Shows awareness that he/she is working for the community</li> <li>• Shows respect, courtesy and fairness when interacting with customers and members of the</li> <li>• Listens and asks questions to understand customer/ community needs</li> <li>• Informs customers of progress and checks their needs are being met</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>

## Resources

Technology and Information

Foundational

- Shows confidence in using the technology required in the role
- Uses technology appropriately, in line with acceptable use policies
- Completes work tasks in line with records, information and knowledge management

\* 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 Chief Executive Officer.

## 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

- Enrolled in a tertiary course offering qualifications in communications, media or similar relevant industry qualification/experience.
- Current Class C Drivers Licence.

### Essential Experience

- 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.
- 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.
- Ability to produce multiple projects simultaneously with tight timeframes.
- Experience working in a fast-past environment, adapting to changing priorities and meeting tight deadlines.
- Ability to work weeknights and weekends

### 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.

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: 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"/>