

Position Title	Digital Communications and Media Officer
Department	City Future
Unit	Communications
Team	Digital Media and Design
Supervises	Nil
Reports To	Coordinator Digital Media and Design
Grade Range	G
Date Prepared	21/02/2020
Date Last Updated	13/06/2025

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

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.
- Maintain Council's social media communications and monitor Council related matters on Council's 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 content
- Film, edit and produce video content for social media channels
- Assist with the development of media materials, including media alerts, releases, speeches and talking
- Assist with preparing written correspondence for and on behalf of the Mayor
- Assist with media interviews and bookings
- Assist with Mayoral engagement, outreach activities and events
- Any other tasks as required by the Team Leader Digital and Media, and/or Manager Communications

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

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

* 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, LinkedIn
- Demonstrated experience creating video 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 and adapting to changing priorities and meeting tight
- Ability to work weeknights and weekends
- Current Class C Drivers Licence and willingness to drive an old Kombi

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"/>