

POSITION SUMMARY

DIGITAL COMMUNICATION OFFICER (542)

Directorate	General Manager
Section	Corporate Communication
Classification	Band 3, Level 1, Grade 6
Position Status	Permanent full time
Commencing Salary Range	\$61,344 to \$64,450 per annum + super
Reports to	Manager Corporate Communication
Direct Reports	Nil
Work Location	Civic Centre, Russell St, Bathurst

Position Purpose

Provide online communication support to the organisation to develop, implement and manage Council's digital communication, social media, online consultation tools, email marketing, and SMS in line with Council's communication strategy.

The position forms part of the Corporate Communication section and reports to the Manager Corporate Communication. This section is responsible for providing the marketing and communication services for the organisation. The position works closely with all staff within Council and will contribute to a collaborative and cohesive culture within the organisation.

Key Responsibilities

- Implementing digital communication services to the organisation across a variety of platforms as required.
- Identify trends and innovations in web, social media, SMS, email and other digital technologies that could enhance service delivery and positively promote Council and its services, facilities, events and activities.
- Build and maintain effective networks with the local government sector and other relevant agencies around current and emerging digital communications, trends practices and requirements.
- Develop procedures, guidelines and action plans for the creation, management and publishing of content through Council's various digital platforms in accordance with relevant requirements and Councils communication strategy and related policies and protocols.
- Provide regular training and support to staff across the organisation in the effective use and management of Council's online channels and campaigns.

This document reflects the major elements and responsibilities of this position and is not designed to be prescriptive in nature. A full Position Description will be provided to candidates upon request or upon offer of employment.

Selection Criteria

Essential

- Degree in communication, marketing, information technology or equivalent.
- Minimum two years experience developing and implementing integrated digital communication online platforms
- Demonstrated experience in monitoring and evaluation of digital platforms with an understanding of SEO, content marketing, database management and customer service systems
- Demonstrated understanding of relevant systems to implement web content management
- Demonstrated experience in delivering digital communication services in a government or related agency including strong writing skills in an online environment
- Experience in mentoring or training in digital communication
- Excellent written communication, interpersonal and presentation skills.

Desirable

- Experience in government communications environment preferably local government
- Experience in training and development of online communication especially in a change management context
- Current drivers license.

Expected Organisational Standards

- Follow defined WHS procedures
- Provide service to customers
- Work effectively in the local government context
- Work with others in local government
- Communicate in the Workplace
- Follow defined risk management policies and procedures
- Follow defined ethical guidelines from Council, including Code of Conduct
- Follow defined environmental sustainability guidelines.

Employment Conditions

- 35 hour week with RDO every third week
- Hours of work are 8.30am to 4.45pm Monday to Friday
- Probationary period of 3 months
- Four weeks annual leave
- Long Service Leave after 5 years
- Superannuation of 9.5% paid by Council
- Medical (including drug and alcohol screening) and audio required as part of selection process.

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