Role Description
Digital and Website Officer

Title	Digital and Website Officer
Classification/Grade/Band	Band 2 Level 2
Group/Unit/Section	Community and Recreation Services /Communication, Marketing and Customer Engagement / Communication and Engagement
Reports to	Team Leader Production and Projects

Vision

A vibrant organisation doing great things.

Purpose

To provide valuable services that strengthen and support the Central Coast Community.

Values

Decisions, actions and behaviours are governed by our Corporate Values; Be Safe, Serve, Collaborate, Improve, Be Your Best and Be Positive. All employees have a responsibility to uphold and champion these values.

Primary Role Statement

In contributing to the overarching vision and purpose, the role of Digital and Website Officer is responsible for assistance in the operation and delivery of Central Coast Council's (CCC) digital media and website services ensuring customer driven operational delivery.

The position of Digital and Website Officer is required to provide quality customer service and create value for the community.

Key Duties and Responsibilities

- Maintain Council's six websites including implementing website development, content management; integration enhancements with other Council systems and resolving outages, faults or issues; and coordinating these tasks with external providers if required.

- Maintain and implement the digital Help Desk including responding to enquiries within service level agreement timeframes; resolving issues; reporting and coordinating tasks with external providers if required.

- Maintain and integrate digital and website activities including social networking, podcast development, online advertising and search engine to ensure continuous improvement and optimisation;

- Provide advice, training and support to staff about the website Content Management System to ensure the timely and effective updating of content;

- Assist with development of new email newsletters, code HTML templates and send email newsletters using internal and third party software;

- Provide regular reports and analysis on web and digital media usage and trends using Google analytics and other online sources;

- Assist with the creation of engaging, professional digital content, such as videos; an coordinate with external providers if required.

- Perform any other duties, tasks or projects the employer may assign, having regard to the incumbent's skills, training and experience;

Authority and Accountability

- Take care of your own health and safety and that of others. Comply with any reasonable instructions and apply Council's Safe Systems of Work consistent with the Responsibilities, Authorities and Accountabilities of your role;

- Policy and procedures are readily available but the Digital and Website Officer is required to choose the appropriate processes. Unusual problems may be referred for clarity of policy or direction;

- Decisions made by the Digital and Website Officer affect the work and activities of others within the section or from a specific project team;

- The work of the Digital and Website Officer influences the community within a specified service line through the application of technical skill or application of regulatory requirements;

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- The Digital and Website Officer complies with operational requirements in cooperation with or under the supervision of other employees. Other employees or members of the public may be affected by the employee's acts or omissions;

- The job holder identifies requirements as an input to budget development;

- Monitor budgetary spending within work area, against pre-determined targets. Weigh up options on a cost basis in order to make recommendations and continuously look for greater efficiency within work area.

Personal Attributes

- Be adaptable, flexible and focused when dealing with change;

- Represent Council honestly, ethically, professionally and lead by example;

- Be committed to achieving work goals and maintains motivation when tasks are challenging and actively seek feedback from colleagues and stakeholders;

- Be responsive to the input of others and works to understand their perspectives.

Interpersonal Skills

- Listen to others and asks appropriate, respectful questions and adapts behaviour accordingly;

- Support and promote a culture of quality customer service identify and respond quickly and provides solutions to meet customers' needs;

- Build a supportive and cooperative team environment, share information and learning across teams and solve issues and challenges in collaboration with others;

- Respond to conflict without inflaming the situation and knows when to refer to a supervisor for assistance and/ or withdraw from a conflict situation.

Business Enablers and Technical Skills

- Complete tasks to agreed budgets, timeframes and standards without guidance and contribute to the allocation of responsibilities and resources to ensure achievement of

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team goals;

- Understand the team/ unit objectives and responds proactively to changing circumstances and adjust plans and schedules when necessary;

- Identify issues that may impact on task completion and provides appropriate solutions;

- Understand delegations and act within authority levels;

- Exercise fiscally responsible behaviour and remain up to date with financial delegation processes;

- Support system improvement initiatives and embrace new technologies;

- Understand project goals, action tasks and expected outcomes and identify and escalate project variances.

Team Work

- Recognise and acknowledge individual/ team performance;

- Monitor and use resources responsibly to achieve team objectives;

- Accommodate changing priorities and respond flexibly to uncertainty and ambiguity.

QUALIFICATIONS

Essential

- Diploma of Applied Information Technology or Certificate IV in Information Technology (web development) OR demonstrated solid contemporary experience in a similar role combined with ongoing professional development

Desirable

- Certificate IV in Marketing, Media Studies, Design, Advanced Arts or a related discipline (or currently undertaking such studies)

EXPERIENCE

Essential

- Practical experience with HTML, CSS and JavaScript for web development;

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- Practical experience with HTML coding/editing for module and third party software integrations (HubSpot);

- Demonstrated experience with Content Management Systems platforms and web development (Drupal 7+, WordPress);

- Knowledge of Adobe Creative Suite (Photoshop, Premiere Pro, After Effects) for video and content creation;

- Understanding of SEO and Google Platforms (analytics, reporting, tag manager, cloud);

- Demonstrated experience in web development standards as well as accessibility and usability testing best practice;

- Practical experience in reporting and analysing web and digital media usage and trends using analytics and online sources.

Desirable

- Experience with React and application development;
- Understanding of cross browser compatibility;
- Broad understanding of website architecture.

Key Relationships

Internal	External
CCC employees	Community
Senior management	Businesses
	Contractors
	Key program partners

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5