

## Position Description

<b>Position Title:</b>	Digital Content Specialist
<b>Directorate:</b>	Strategy and Engagement
<b>Service Unit:</b>	Major Events and Corporate Affairs
<b>Salary Point:</b>	SP14
<b>Position Reports To:</b>	Media and Stakeholder Relations Manager
<b>Staff Management:</b>	Nil
<b>Budget Responsibility:</b>	Nil but coordinates high value procurement
<b>Date PD Reviewed:</b>	March 2020

### Organisation Context of Position

City of Newcastle (CN) employs over 900 staff and is responsible for a local government area of 187km<sup>2</sup>. Newcastle has a population of 161,000 and is the business and cultural centre of the Hunter region, home to over 620,000 people. In the heart of the Hunter Region, CN has a variety of locations across the City and encompasses 5 Directorates:

- Governance
- Strategy and Engagement
- People and Culture
- Infrastructure and Property
- City Wide Services

The purpose of the Strategy & Engagement Directorate is to:

- Engage the community in the development and delivery of actions aligned with CN's Community Strategic Plan - *Newcastle 2030*.
- Coordinate Newcastle's approach to economic growth within the region including promotion of the city's major events.
- Ensure clear, transparent and responsive communications between CN, CN employees, and all external stakeholders, in particular the Newcastle Community.
- Provide effective IT Systems & Strategies to ensure the efficient flow of information between Council Business Units whilst also ensuring CN is leveraging the benefits of technology in its service provision.

The Service Elements that form the Strategy & Engagement Directorate are:

- Information Technology
- Major Events & Corporate Affairs
- Corporate & Community Planning

### Workplace Health & Safety

<b>WHS RAA Level</b>	6
For specific WHS Responsibilities, Authorities & Accountabilities applicable to this position, the position holder will refer to the WHS Responsibilities, Authorities & Accountabilities matrix in the WH&S Management System. The person accepting the position will be required to sign off that they have received and understood their WHS Responsibilities, Authorities & Accountabilities.	

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## Position Responsibilities

The Digital Content Specialist will be responsible for managing the production and coordination of appealing digital content to build meaningful connections between CN, its stakeholders and the community. This position will manage the implementation of digital assets in line with CN communications strategies and plans across a variety of projects and services.

Within the area of responsibility, this role is required to:

- Manage the curation, editing, publishing, analysis and distribution of a range of marketing and communications content across various topics to increase meaningful connections between CN, its stakeholders and the community.
- Deliver effective communications and marketing campaigns utilising any combination of digital tools to maximise outcomes in line with strategic goals and target outcomes.
- Produce and manage the delivery of digital content for various channels including all filming, editing and production, and work with external suppliers and manage accounts to produce complex or high production digital content.
- Identify and source new content in a cost effective and time efficient manner including the production of increased video, photos, gifs, animations and maps, including managing any required procurement or external consultant management.
- Identify, report, and rectify emerging critical or at-risk issues related to any live content through the development and implementation of issues management strategies.
- Develop, implement and oversee digital content style guides for all CN content sites.
- Responsible for the management of CN digital asset portfolio to achieve best return on investment through overseeing the effective cataloguing and utilisation of images and video.
- Drive constant improvement based off innovation and creativity in the pursuit of mechanisms and approaches that lead to effective online communication.
- Provide guidance to the business on system and process improvements required for online communications tools to ensure that its capability meets CN's expectations through the analysis of user trends and feedback.
- Be agile and adaptable in a changing environment.
- Any other accountabilities or duties as directed by Supervisor / Manager which are within the employee's skill, competence and training.

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## Position Selection Criteria

### Essential

- Bachelor's Degree in Communications, Digital Media, Marketing or a related qualification, and/or demonstrated capability through past employment experience.
- Demonstrated advanced level experience in managing content for internal and external facing websites and platforms.
- Demonstrated experience in the use of web content management systems such as Farcry, MySource Matrix, Kentico or similar.
- Demonstrated experience in optimising online communications channels to ensure a positive customer experience.
- Content production experience including software such as Adobe Premiere or Final Cut Pro.
- Project management skills including the ability to develop concept and implementation strategies, edit and develop other's work to achieve high quality outcomes to deliver agreed results.
- A high level of written and verbal communication skills including the ability to write plain English content for a range of communication tools.
- Ability to liaise, negotiate and effectively deliver to content deadlines by prioritising competing activities and deadlines.
- Be willing and able to work in a dynamic and fluid environment with the flexibility to work outside regular business hours during the evening and on weekends.
- Current C Class drivers' licence.

### Desirable

- Design and editing skills in Adobe Creative Suite
- Demonstrated experience and high-level practical skills in identifying, developing and implementing relevant web technologies, policies and standards within a corporate environment.
- Advanced level experience in HTML, web page content and design, information design and layout principles.