

## POSITION DETAILS

<b>Position Title:</b>	Digital Communications Coordinator	<b>Grade Band:</b>	12
<b>Service Unit/Group:</b>	Communications / Customer and Community Services	<b>Position Status / Hours per Week:</b>	Temporary/35 hours

## PRIMARY PURPOSE OF THE POSITION

Within the Communications Unit and across its relevant accountabilities your primary purpose is to create an online environment where our community are encouraged to engage with Council and Councillors. In order to fulfil this aim you will be required to:

- Promote the City of Ryde through the distribution of information helpful to residents and businesses across digital channels including social media and electronic direct mail
- Develop and manage City of Ryde's digital media presence, including managing and integrating all organisational social media strategies and campaigns, AdWords campaigns and email marketing projects.
- Develop and manage City of Ryde's social media platforms and communities.
- Liaise with stakeholders to develop engaging online content to feed and spark discussions, monitor online conversations, answer questions, offer solutions and mediate conversations to build brand visibility and community engagement.
- Provide ongoing analysis and regular reporting on volume and effectiveness of digital communications.
- Provide training and ongoing support to all staff involved in unit/project based social media initiatives.
- Provide real time reporting of events and meetings, as required.
- Ensure a consistent style and tone for digital communications.
- Provide web update support to the Web Communications Coordinator as required.

## SELECTION CRITERIA

### **Education / Qualifications**

- Appropriate tertiary qualifications in Marketing, Communications, Advertising, Journalism or related field or equivalent work experience

### **Experience/General skills**

- Experience in developing and implementing effective online marketing and social media strategies and campaigns
- Experience in building and managing online communities to support organisational objectives
- Highly developed communication skills, including the ability to build and maintain relationships with key internal and external stakeholders
- Experience in working with internal and external stakeholders to develop high quality written and visual content across a range of platforms including websites, social media and electronic direct mail
- Sound project management and organisational skills and demonstrated ability to prioritise and manage competing tasks, meet deadlines and achieve targets

### **Technical Skills**

- Experience in photo/video editing using the Adobe Creative Suite
- Experience with website content management systems, SEO/SEM performance metrics and Electronic Direct Marketing campaigns
- Experience in monitoring, evaluating, optimising and reporting on social media performance metrics

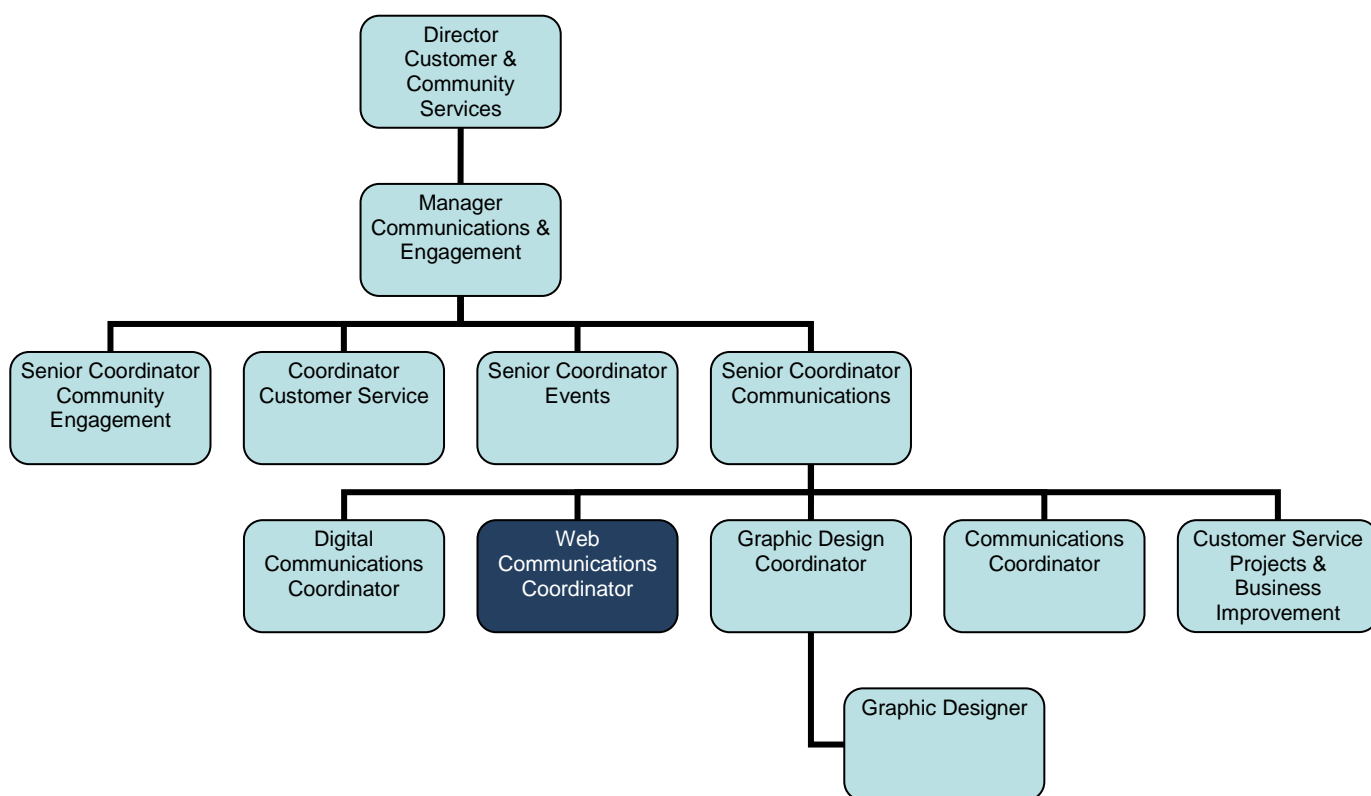
### **Personal Attributes**

- Excellent knowledge of social media networking channels
- Ability to work effectively in a time sensitive environment
- Ability to attend Council events and meetings out of regular hours when required.
- Excellent verbal and written communication skills
- Excellent customer service skills
- Attention to detail

### **Desirable Qualifications, Experience and/or Skills**

- Experience in and knowledge of local government operations
- Videography skills and/or an interest in developing skills
- Knowledge of community engagement practices
- An interest in photography

## ORGANISATIONAL CHART



## SERVICE ACCOUNTABILITIES – Contributes to

The statements below indicate how the duties and responsibilities of this position contribute to the wider activities carried out by the Customer and Community Services Directorate of the organisation.

- Social media development and management.
- Social media Service.

## CORPORATE ACCOUNTABILITIES

The statements below indicate the relevant organisational “Accountabilities” that the position holder is required to observe.

1	To comply with legislative requirements
2	To provide timely support and expert / technical advice to the organisation
3	To adhere to Council plans, policies, procedures and Code of Conduct
4	To understand, adhere and promote all OH&S policies and procedures
5	To understand, adhere and promote Council's EEO policies and procedures.
7	To understand and respond to the needs of our customers in accordance with the Customer Service Charter
8	To deliver your accountabilities and meet your project milestones, performance targets and service levels as required within your job plan
10	To achieve best value for money

## CORPORATE ACCOUNTABILITIES

12	To actively document all policies, procedures, projects and activities (as required)
13	To actively share information and knowledge on issues, training and better practice to relevant staff
14	To identify and initiate improvements of business systems to maximise service delivery
15	To identify and initiate improvements of processes to maximise service delivery
16	To deliver all project deliverables through PM_CoR methodology
17	To identify and minimise exposure to risk
20	To be involved in or provide feedback on corporate initiatives
21	To positively and proactively work with others across the organisation to deliver the outcomes
23	To build and strengthen strategic partnerships with key stakeholders
25	To model Council's values
26	To create and contribute to a positive work environment within my team, my Unit and the workplace.
28	To undertake relevant training to improve performance of the individual, organisation and meet mandatory requirements
29	To keep abreast of and apply industry wide trends, better practice and innovation

## WORK HEALTH AND SAFETY RESPONSIBILITIES

You are required to perform your duties in accordance with this Position Description, City of Ryde Code of Conduct, policies procedures and instructions, where appropriate. You are also responsible for the following:

### Work Health and Safety

- Follow safe practices/procedures to perform your duties in a manner, so as not to put yourself or others at risk of harm;
- Participate in development of safe work methods and risk assessments with your Supervisor when required;
- Actively participate in WHS inductions and training when required;
- Wear Personal Protective Equipment (PPE) in the prescribed manner and when specified;
- Participate in workplace inspections if required;
- Take care of any plant or equipment of any kind, including computer and other telecommunication devices;
- Participate in emergency preparedness training, including any required knowledge for business continuity plans;
- Report all hazards, near misses and damage to City of Ryde property to your Supervisor.

### Certificates of Competency / Licences

- Where required for the position, either by legislation or through City of Ryde policies and procedures, maintain all certificates, licences, operative training etc, and advise Supervisors of any change to these, including vehicle licences.

### Injury Management

- Report all injuries/illnesses to your Supervisor immediately;
- If injured at work, actively cooperate and participate to comply with obligations imposed under injury management and return-to-work plans where applicable.

### Risk Management

- Report any potential public liability and professional indemnity exposures in your workplace to your Supervisor.

## OUR VALUES

All employees at City of Ryde are to observe our values which are:

### **Safety**

We work safely at all times to prevent injuries to ourselves, our team and members of the public

### **Teamwork**

We work together with respect and support

### **Ethics**

We are honest, responsible and accountable for our actions

### **Professionalism**

We deliver effective service to the community with consistent decision-making

Employee's Name	
Employee's Signature:	
Date:	