

POSITION DESCRIPTION

Position Title:	Customer Service and Online Engagement Officer	Position Code:	6-CSOEO
Division:	Culture and Economy	Grade:	C
Location:	Dubbo	Hours/Week:	29 (Part-time)
Reports to:	Operations Coordinator Western Plains Cultural Centre		
No. Direct Reports:	Nil	No. Indirect Reports	Nil

Primary Purpose of Position

The position is responsible for working closely with the Operations Coordinator to assist in all matters relating to front of house operations and online and social media presence of the Western Plains Cultural Centre (WPCC). The position is also required to liaise with the Cultural Development Team to ensure the online and social engagement is in line with the strategic direction of the Regional Experiences digital engagement strategy.

Key Accountabilities / Duties

Key Result Area	Primary Activities
Customer service	<ul style="list-style-type: none"> Respond to customer enquiries <ul style="list-style-type: none"> incoming telephone calls face to face online and social media Deal with the public and provide information regarding programmes and services of the WPCC
Online and Social Media	<ul style="list-style-type: none"> Deliver and monitor online content in line with Regional Experiences digital engagement strategy and organisational policies around acceptable user guidelines and privacy. Maintain digital presence across all platforms to ensure information is in line with organisational branding and current to cultural programmes, facilities operations, services and events. Maintain the integration of customer databases and marketing platforms to ensure effective and accurate communications around cultural programs, facility operations, services and events. Provide feedback on social media and digital marketing strategies and constantly strive for 'modern' approaches to our online communications & marketing. Maintain in-house software in the planning and delivery of digital and social media content across collaborative projects around cultural programs, facility operations, services and events. Apply language, call to action and digital strategies that is consistent with building audiences across all digital platforms.

Key Accountabilities / Duties	
	<ul style="list-style-type: none"> Maintain and collate reportable data supporting digital strategies and promotions and associated analytics to provide upon request.
Administration	<ul style="list-style-type: none"> Assist the Operations Coordinator to ensure all general administrative duties undertaken are in line with DRC and WPCC Policies. All current software systems, monitoring contacts and visitor statistics are updated and data inputted in a timely manner Ensure contacts database is up to date and provide advice to management regarding information collection, format and procedures Assist in ensuring venues are set for official openings Assist with photography and other duties Act in the Administration Assistant or Operations Coordinator role as required. Undertake data collection and surveys as required.
Retail Sales	<ul style="list-style-type: none"> Manage retail sales to the public Ensure cash handling via retail sales is conducted within DRC policies Process reports on stock and sales as required Liaise and advise Operations Coordinator regarding sales and stock Liaise and advise Operations Coordinator on retail sale stock, display and promotion
Volunteer Management	<ul style="list-style-type: none"> Assist and support the front of house volunteers
Security of Building and Exhibition Spaces	<ul style="list-style-type: none"> Assist with security of exhibitions

Inherent Requirements of the position	
<ul style="list-style-type: none"> Class C Drivers Licence First Aid Certificate A large majority of this role is office based, using computers/electronic systems, thus an inherent requirement of this position is the ability to complete sustained periods of work at a desk utilising computers/electronic systems or other office based equipment 	

Selection Criteria	
Essential	
1. Demonstrated high level customer service, interpersonal, communication and team skills to work with a wide range of internal clients and external customers.	
2. Demonstrated delivery of websites and knowledge and effective application of digital communications including websites and social media.	

Inherent Requirements of the position

3. Demonstrated ability to assess effectiveness of web/social/online media campaigns and to make recommendations based on such assessments.
4. Demonstrated high level of written and oral communication skills.
5. Experience in the delivery of accurate, relevant information to external audiences.

Desirable

6. Certificate III in Business Administration, Digital Marketing, Social Media or related discipline

Organisation Wide Accountabilities

Corporate Values	<p>All employees have a responsibility to uphold the values of Dubbo Regional Council being:</p> <ul style="list-style-type: none"> • Progressive <ul style="list-style-type: none"> ○ Be curious, courageous and committed • Sustainable <ul style="list-style-type: none"> ○ Balanced approach to growth and opportunity • One Team <ul style="list-style-type: none"> ○ Working Together • Integrity <ul style="list-style-type: none"> ○ Accountable for our actions
Work Health and Safety	<p>All employees are responsible for the Work Health and Safety (WHS) for Dubbo Regional Council and their duties include:</p> <ul style="list-style-type: none"> • Complying with Council's WHS policies and procedures • Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others • Reporting any potential hazards, incidents or injuries to their Supervisor or People, Culture & Safety within 48 hours • Participating in any WHS consultation arrangements • Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace • Correctly using all personal protective equipment • Complying with emergency and evacuation procedures and site rules if applicable • The Chief Executive Officer, Directors (Officers), Managers and On-Site Supervisors have additional responsibilities as defined in the Dubbo Regional Council Work Health and Safety and Consultation Policy
Sustainability	<p>Staff will give equal priority to improving and enhancing Council's economic, social and environmental outcomes by integrating sustainability into all decision making processes. This includes continuously increasing efficiencies, reducing resource use, sustainable procurement, maintaining service levels and protecting our natural assets. It is expected that all staff can demonstrate awareness and participation in sustainable work practices.</p>

Code of Conduct and Equal Employment Opportunity	<p>Staff will, at all times, adhere to:</p> <ul style="list-style-type: none"> • Council's adopted Code of Conduct. • Council's Anti-Discrimination and Equal Employment Opportunity Policy to foster a fair and equitable workplace free of illegal discrimination, harassment and bullying behaviour.
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Acceptance:

I, _____ confirm I have read and understood the Position Description. As the incumbent of this position, I agree to work in accordance with the requirements of the position and will abide by Dubbo Regional Council's policies and procedures.

I understand this Position Description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I acknowledge that the organisation, in response to changing priorities, may vary tasks and responsibilities from time to time.

Signature:

Date: