

Position Description

POSITION TITLE		Communications Officer - Website and Intranet			
REFERENCE/POSITION NUMBER		GMO0021			
DEPARTMENT		Office of the Chief Executive Officer			
ACCOUNTABLE TO		CEO			
SUPERVISOR		Communications & Engagement Coordinator			
DIRECTLY SUPERVISES		None			
INDIRECTLY SUPERVISES		None			
VOLUNTEERS SUPERVISED		None			
GRADE	13	STATUS	Permanent	TYPE	Part time
HOURS	28		LOCATION	Administration Building	
MOBILE PHONE	Yes		LAPTOP	No	
VEHICLE		Operational use only			
LAST UPDATED		20/06/2022			



RESPECT

We treat others as we expect to be treated
- in a fair and professional manner.



INNOVATION

We champion change in order to provide superior services to our community.



INTEGRITY

We are open, honest and ethical in our behaviours
- at all times.



TEAMWORK

We are one team - working together with trust and commitment to achieve shared goals.



EXCELLENCE

We aspire to be the best
- in everything we do.

OBJECTIVES

- Lead Council's online and digital engagement to support the organisation's services and programs.
- Deliver projects, strategies and content for Council's website and intranet to engage users, improve usability, ensure business efficiency, achieve industry best practice standards and reflect Council's values.
- Manage development, maintenance and delivery of Council's website and Intranet.
- Effectively engage with stakeholders (internal and external) to build pathways and manage training for best practice website and effective Intranet solutions.

SELECTION CRITERIA

ESSENTIAL

- Degree in Communications or equivalent.
- Project management experience with the ability to multitask and meet strict deadlines.
- Experience in the development, management and maintenance of websites and Intranets.
- Experience building and maintaining effective relationships with a diverse range of stakeholders.
- The ability to take initiative, think creatively, work well under pressure, prioritise and work as part of a team.
- Excellent communication skills with web writing expertise and strong attention to detail.
- Strong understanding of and commitment to web usability, SEO and WCAG2.0.

DESIRABLE

- Certificate IV in Web-Based Technologies (Design & Development) or equivalent.
- Previous experience working in a Local Government environment.
- Class C Drivers Licence
- Experience with desktop publishing packages and technical knowledge of video editing and photography.

DUTIES

- Recommend, create and execute digital strategies, plans, and projects for Council's website and Intranet using industry best practice.
- Provide timely, expert advice to key internal stakeholders regarding digital communication activities and help to build skills and abilities.
- Manage the ongoing delivery of Council's website and Intranet, and sub-sites, including coordinating, writing, updating and overseeing the creation of high-quality and effective content.
- Devise, implement and administer organisational processes and policy management of the content management system (currently OpenCities) for Council's website and Intranet.
- Project manage online initiatives (e.g. website redevelopment, user acceptance testing, responsive design, integration with other online services, server migration).
- Manage Council's website and Intranet compliance with WCAG2.0, provide advice and deliver training on accessibility to stakeholders.
- Create, administer and manage Council's Web Style Guide.

- Coordinate and create graphic design elements to ensure website and Intranet meets Council's Style Guide & Web Style Guide and industry best practice standards.
- Administer audits and reviews of Council's website and Intranet (and sub sites) to ensure industry compliance and concise, current content.
- Analyse user requirements and consult with internal and external stakeholders to identify and develop engaging web-based content, design and opportunities.
- Coordinate Council's Web Content Authors and facilitate regular meetings to assist with business efficiencies.
- Deliver training, guidance and advice to Council's Content Authors.
- Oversee and advise on new website requests in accordance with protocol and processes.
- Maintain relationships with external suppliers, including web development and IT contractors, graphic designers, artists and distributors, ensuring quality assurance and value for money are achieved.
- Manage search engine optimisation and marketing activities for Council's website, sub sites and social media, as required.
- Analyse statistics and user data to monitor website and Intranet performance, and social media reach, including use of Google Analytics and content management system reporting.
- Provide regular reporting on user behaviour for Integrated Planning & Reporting purposes and make recommendations accordingly.
- Complete appropriate training and personal development as required for the role.
- Support the work of the Communications team, where necessary, in the event of sickness, holiday or other exceptional circumstances.
- Report back regularly to Communications Coordinator or Manager and contribute to the wider cross-Council communications team environment
- Assist with the delivery of accessible forms and publications.
- Any other reasonable duties as they arise, in consultation with Coordinator or Manager.

CORPORATE RESPONSIBILITIES

RESPECT AND DIGNITY

All employees are required to:

- Promote respect for others and fairness and equity, acting in accordance with principles of EEO and Anti-Discrimination
- Demonstrate respect for others and contribute to a positive work environment
- Take appropriate action to prevent bullying, harassment and discrimination of others
- Identify and minimise exposure to risk for self and others

INTEGRITY

All employees are required to:

- Comply with the Code of Conduct and all relevant legislative requirements, Council plans, protocols, policies and procedures
- Work within budget and time constraints to optimise outcomes while balancing resource requirements
- Apply policies, protocols and guidelines equitably and without personal bias
- Model Council's Values
- Use and protect Council's information, resources, equipment and systems in accordance with relevant protocols, policies and legislation

INNOVATION

All employees are required to:

- Identify and, in consultation with their supervisor, initiate opportunities for improvements in processes and service and waste minimisation
- Seek to understand and embrace relevant best practice and industry trends relevant to own work area
- Participate in ongoing learning and embrace relevant technology and change

TEAMWORK

All employees are required to:

- Actively share information, knowledge and skills with others to optimise organisational performance
- Take interest in and provide feedback on corporate initiatives
- Work positively and proactively with others, and to the best of your ability, to deliver organisational outcomes
- Provide support and advice, to others, in own area of expertise

EXCELLENCE

All employees are required to:

- Meet or exceed functional responsibilities and service level agreements described in position description and operational plans
- Support and use contemporary frameworks designed to optimise systems and processes
- Demonstrate an understanding of the needs of internal and external customers, as relevant to the role, anticipating and meeting their needs with the parameters of Council requirements
- Ensure current competence and relevant accreditation/licencing
- Follow safe and ethical practices to minimise risk to self and others
- Actively participate in relevant training and seek opportunities for ongoing learning as applicable
- Report incidents, illnesses and injuries immediately and take appropriate follow-up action if required

WORK, HEALTH AND SAFETY AND EQUAL EMPLOYMENT OPPORTUNITY RESPONSIBILITIES

In addition to the overall corporate responsibilities listed above and the statements below, you are required to perform your duties in accordance with this Position Description, Council's Code of Conduct, policies, protocols and procedures.

Work Health and Safety (WHS)

- 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 Council's property to the responsible Manager

Certificates of Competency / Licences

- Where required for the position, either by legislation or through Council's policies, protocols and procedures, maintain all certificates, licences, operative training etc for the group, and advise the responsible Manager of any change to these, including vehicle licences.

Injury Management

- Report all injuries/illnesses to the responsible Manager 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 the responsible Manager

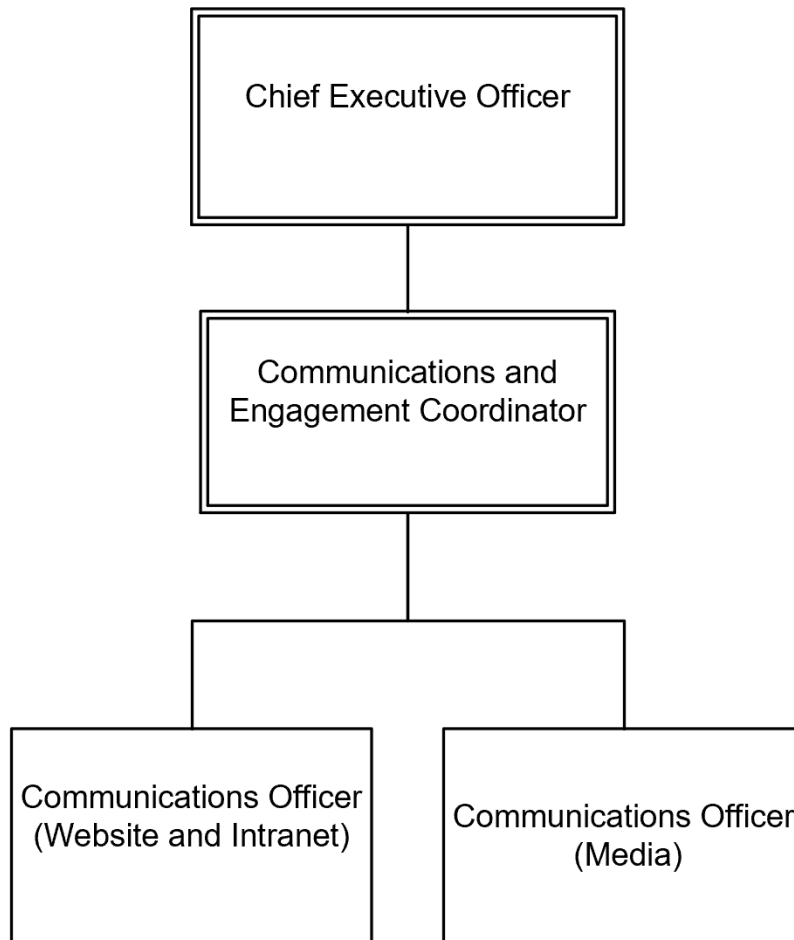
Equal Employment Opportunity (EEO)

- Work to the best of your ability and provide quality service to customers
- Recognise the skills and talent of other staff members
- Act to prevent bullying, harassment and discrimination against others in your workplace
- Respect differences among your colleagues and customers such as cultural and social diversity
- Treat people fairly - don't discriminate against, bully or harass them
- Work in keeping with the Kiama Municipal Council's EEO management plan and other EEO policies

DELEGATIONS	
FINANCIAL DELEGATION:	\$1,000
RESPONSIBILITY DELEGATION:	Act in accordance with Instrument of Delegation.
NO OF CONTRACTS MANAGED:	1
ANNUAL VALUE OF CONTRACTS MANAGED:	Up to \$100,000
CONTROL AND MANAGEMENT OF EXPENDITURE PER ANNUM:	From \$100,000 to \$1m
BUDGET DEVELOPMENT:	Input to budget

CONDITIONS OF EMPLOYMENT		
AWARD/AGREEMENT	Local Government (State) Award	
PROTOCOLS:	Employees are to comply with Council's Code of Conduct and Council protocols at all times.	
PRE-EMPLOYMENT REQUIREMENTS:	<ul style="list-style-type: none"> Physical and mental capability to perform the inherent requirements of the position 	
	<ul style="list-style-type: none"> Proof of ability to legally work in Australia 	
	<ul style="list-style-type: none"> Pre-employment screening to Australian Standards in Employment Screening. 	
	<ul style="list-style-type: none"> Criminal record check 	Yes
	<ul style="list-style-type: none"> Pre-employment medical 	No
	<ul style="list-style-type: none"> Working with children check 	No

REPORTING RELATIONSHIPS



I have read the above position description for my role; I accept the responsibility for achieving the above duties and understand that I am accountable for their achievement.

Employee Signature:

Date: Click or tap to enter a