



POSITION DESCRIPTION

Our Values



Position title:	Digital Communications Officer
Position code:	2888
Section:	CCO – Communications & Marketing
Position reports to:	Communications & Marketing Coordinator
Band and level:	3/2
Salary grade:	Grade 15
Staff management:	Nil
Budget responsibility:	Nil

Primary function of the role:

The Digital Communications Officer is responsible for driving the build, development, quality improvement, monitoring, performance. and updates of communications. across various websites managed by Lismore City Council, both internally and externally. The position will assist in producing content and media and disseminating critical information, enhancing our digital communications and engagement platforms.

This position is also responsible for building effective relationships with internal and external stakeholders to deliver creative, insightful, measurable digital strategies and activities for the organisation.

This position is part of a multi-skilled team and must be flexible and agile. From time to time, this role may be required to support more than one department as the need arises and provide support across the organisation as directed. You may also be required to develop and activate various projects and change management initiatives related to the role.

Person Description

The right person for this role will:

- Be accepting of new ideas and embrace change
- Be a team player
- Be self-motivated, proactive, observant, and aware
- Be flexible and agile to work across different business areas
- Have a drive for improvement
- Have personal integrity and take responsibility
- Have a genuine customer service focus
- Have the ability to prioritise and schedule work and meet deadlines
- Have excellent time management and organisational skills
- They will embody Council's values.

The Digital Communications Officer:

Key Accountabilities

- Follow reasonable directions to maintain critical business activities and platforms in the event of an unplanned disruption, including but not limited to a disaster event.
- Ensure that your obligation with respect of Workplace Health and Safety and all relevant policies, procedures and legislative requirements are modelled and followed.
- Apply expert knowledge and skills to design, create and publish web content and multimedia using content management systems, whilst incorporating usability and accessibility requirements.
- Plan and undertake regular audits of Council's digital assets to ensure legislative compliance quality, accessibility, usability and privacy standards are maintained, and work with council teams to ensure accurate and timely content is provided for the public.
- Plan and undertake user testing of content and digital platforms.
- Design and deliver new digital platforms.
- Research and maintain an understanding of digital marketing, tools and trends.
- Use analytics and usability tools to evaluate customer usage and develop recommendations to improve online customer experience.
- Provide basic training and support to web content editors throughout the organisation.
- Provide social media support for the wider Communications and Marketing team as required.
- Undertake Administrator responsibilities for Council's websites and digital accounts managed by the Communications and Marketing team
- Source, create, review and format content for Council's websites to help promote services and programs in an easy-to-understand and informative way
- Liaise with internal stakeholders to produce, write and layout new online content
- Make full use of new technology opportunities such as video, photo, audio and new media to enrich the Council's communication engagement online
- Support the effective management of timely and relevant content on behalf of clients via Council's website and other critical corporate websites
- Produce and maintain reports to demonstrate the performance of councils digital platforms and websites managed by the Communications and Marketing team.

Key responsibilities and performance goals:

	Responsibilities	Accountability
Communication and Consultation	High level of written, verbal and interpersonal communication skills that inspires confidence in your team and the audience you are communicating with.	<ul style="list-style-type: none"> • Provide clear, concise information. • Provide tools for staff to support business development e.g. FAQs, regular 'paper bag' meetings and other learning tools. • Application of influencing skills to assist and encourage the team to embrace change, demonstrating constructive behaviours. • Support and provide advice for Corporate Governance, Risk Management, Strategic Procurement and Project Management where required.
Drive Innovation	Create a culture that inspires people to generate innovative solutions that optimise revenue for Lismore City Council.	<ul style="list-style-type: none"> • Initiate utilisation of technology to: <ul style="list-style-type: none"> ◦ Ensure a single source of the truth. • Network with peers and other industries to continue to generate business improvements.
Customer-driven service delivery	Build and maintain relationships with key stakeholders and	<ul style="list-style-type: none"> • Establish and maintain a service delivery strategy.

	customers (internal and external) related to program service delivery	<ul style="list-style-type: none"> • Provide a high level of customer service to manage the expectations of internal and external customers' expectations in resolving their issues. • Provide guidance, advice and coordinate requests for further information regarding applications. • Enhance your knowledge base. • Drive a customer service approach in all internal and external interactions.
Best Practice and Benchmarking	Ensure that all Council business is adequately documented in all relevant systems in accordance with appropriate standards and procedures.	<ul style="list-style-type: none"> • Attention to detail in the creation and maintenance of online communication • Strong sub-editing skills in the review and production of communications.
Governance and Risk	Ensure risks are identified and managed	<ul style="list-style-type: none"> • Make safety an integral part of work; it is everyone's responsibility to implement the expected behaviours of our organisation • Comply with Council's Guidelines and processes • Ensure integrity of data • Maintain confidentiality at all times • Maintain currency of knowledge base of internal procedures/processes and external legislation that influences business activities.
People	Promote Team Harmony	<ul style="list-style-type: none"> • Embody Council's values and operate in alignment within the established behavioural expectations of Council to contribute to a cohesive and effective team • Demonstrate accountable, affiliative and constructive behaviours in all interactions • Embrace continuous improvement principles to improve delivery of services to Council customers. • Commitment to fostering and participating in a positive team environment. • Be flexible and adaptable to the changing needs of the team. • Participate and contribute. • Be available to take on other roles as required (e.g. in leave periods).
Work Health and Safety	Manage and monitor work health and safety responsibilities, ensure compliance with the legislation and regulations that govern the operations within the Program area and	<ul style="list-style-type: none"> • An engaged workforce fostering a culture of safety and behaviour based on safety principles.

	assist others in the team to implement the relevant policies, procedures and processes.	
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Entry Level Qualifications: Skills and Experience

Qualifications, certificates and licences

- Tertiary or post-graduate qualifications in communications, public relations, journalism, graphic design, social media, or a related field or demonstrated equivalent experience.
- Proficient with HTML and CSS – Desirable.
- A current class C driver's licence.

Experience, skills and knowledge

- Demonstrated experience in communications, digital platform management, web development, or related discipline, with the ability to develop high level online user experience.
- Experience with Adobe Creative Suite and multimedia software to create audio-visual content
- Demonstrated use and application experience of computer technology/software, including Content Management Systems, Creative Cloud, Photoshop, Microsoft Office Suite.
- Demonstrated experience in web development, site mapping and user experience design.
- Demonstrated experience in development functional specification requirement briefs for new web developments.
- Demonstrated project management experience working with a range of stakeholders to deliver a project or program.
- Demonstrated experience in copywriting and editing
- Ability to work under pressure, prioritise and schedule work and meet deadlines.
- Ensure that all corporate records are thoroughly and accurately captured and maintained to comply with legislative requirements and business needs
- Proven ability in the coordination of projects, including planning, design, implementation monitoring and review
- Demonstrated experience in working collaboratively with peers to ensure consistency in the achievement of content accuracy