

Digital Communications Officer

Reports to	Senior Digital Communications Advisor	Key Relationships or Direct Reports	
Classification	Band 5		
Position number	441044		

What will you do?

Service Delivery

- Deliver a full range of contemporary digital communication services for our internal stakeholders.
- Provide thoughtful and accurate digital communication advice to our internal stakeholders.
- Collaborate and integrate with other internal stakeholders to deliver best practice outcomes.
- Provide training for content editors across digital platforms.
- Proactively update and assist in maintaining Council's core digital assets.
- On site live streaming of council meetings as required

Systems and process

- Implement best practice outcomes for systems including Eventbrite and Campaign Monitor.
- Enhance use of technology to create best practice in digital communications incorporating accessibility, SEO and design thinking.
- Create process documentation including forma and templates to improve efficiencies.
- Monitor digital channels to protect Council's reputation

Engagement

- Actively build and maintain relationships with Communication staff
- Be an enthusiastic part of the team to help set the team up for success
- Be accountable, approachable and customer focussed in all facets of the role

Who are you?

- Tertiary qualified in digital communications or other relevant field.
- Experience in similar digital communications or other relevant professional role.
- A customer focussed professional with the ability to build relationships with stakeholders.
- A practitioner with sound understanding of digital communication practices and systems with an ability to understand digital communications principles and policies and apply them.
- Producer of high quality work and a keen eye for detail.
- A problem solver, with knowledge of contemporary digital communication practices.

What do we expect?

- Model and lead our values.
- Be dedicated to delivering a consistent, connected and customer focused service.
- Be committed to maintaining a safe and healthy workplace.
- Act consistently with our Employee Code of Conduct.
- Be flexible and responsive and prepared to step-up in times of need.

What are your key responsibilities?

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Service delivery	<ul style="list-style-type: none">• Undertake end to end content development projects for service units around Council including brainstorming with stakeholders, identify content problems and gaps, designing pages that better deliver services through digital channels, using design thinking, accessibility and SEO principles• In conjunction with the Senior Digital Communication Advisor and Digital Communication Advisor, update content and maintain the website on a daily basis• In conjunction with the Digital Communication Advisor, build eDMs, Eventbrite booking pages, webforms and other content for our digital channels as required• Provide training for content editors across digital platforms• In conjunction with the Senior Digital Communication Advisor and Digital Communication Advisor, day-to-day management of digital communication channels, including web, social and other digital channels, in line with corporate standards, policies and procedures• Assist in the creation of digital content for all digital channels (internal and external)• Provide insights on digital campaigns to assist in the reporting of campaign outcomes
Systems and process	<ul style="list-style-type: none">• Assist in updating content and maintaining the intranet, website and touchscreens• Build eDMs, webforms and Eventbrite forms in line with Council's brand.• Enhance use of technology to create best practice in digital communications incorporating accessibility, SEO and design thinking.• Create process documentation including forms and templates to improve efficiencies• Monitor digital channels to protect Council's reputation• Create social media reports• Assist in the creation of digital content for all digital channels including livestreaming, screencasts, social media imagery• Assist with content, user testing and monitoring social media on occasion
Engagement	<ul style="list-style-type: none">• Support service units across Council to ensure content across digital platforms are up to date and contribute to achieving ongoing improvements and ensure adherence to accessibility and style guide• Meet with other units of Council to determine their digital objectives, evaluate potential technological options determine project direction and assist with the implementation of best available options

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What are the key requirements?

Accountability and extent of authority	<ul style="list-style-type: none"> Accountable for providing support services in relation to activities and function of the Digital Communication team in accordance with Manningham Council policy, procedures and terms and conditions of employment. Authority to provide general advice and guidance to stakeholders in accordance with the enterprise agreement and relevant policies
Judgement and decision making	<ul style="list-style-type: none"> Problem solving skills using guidelines, professional/technical knowledge and experience. Matters may be complex and require some creativity and originality. Guidance and advice is available within the team.
Specialist knowledge and skills	<ul style="list-style-type: none"> Demonstrated knowledge of and skills in developing web content and databases Demonstrated awareness of developments in online technology and online service delivery including the storage and dissemination of information and content management systems. Understanding of digital communications development methodologies and architecture, search engine optimisation, analytical reporting, web environments, usability and accessibility standards. Ability to work with and coordinate a range of stakeholders in digital communication projects Sound understanding of technical aspects of digital communication, with the ability to negotiate and advise stakeholders at a technical level.
Management skills	<ul style="list-style-type: none"> Demonstrated ability to complete tasks within tight timeframes and the flexibility to respond to changing priorities Highly developed time management skills, ability to set priorities and planning and organising ones tasks
Interpersonal skills	<ul style="list-style-type: none"> The ability to build relationships with stakeholders to gain cooperation in completing digital communication activities. Strong written communication skills, including the ability to prepare a range of correspondence and reports.
Qualifications and experience	<ul style="list-style-type: none"> Tertiary qualifications in communications, digital communications and experience in a similar role. Knowledge of and experience in HTML and CSS development. Understanding of graphics and website software including Dreamweaver, Photoshop and Illustrator. Experience in social media creation and management for business purposes. Demonstrated experience and understanding of Drupal, Wordpress or other similar CMSs, as well as social media monitoring systems and Google Analytics.