

# POSITION DESCRIPTION

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| **Position Title** | Digital Media Officer |
| **Position No.** | 594 |
| **Position Status** | Permanent Full-Time |
| **Business Unit** | Chief Executive Officer |
| **Division** | Chief Executive Officer |
| **Classification** | Band 5  Terms and conditions of employment are in accordance with the current Wellington Shire Council Enterprise Agreement |
| **Date Approved** | January 2018 |
| **Approved By** | Chief Executive Officer |

**WELLINGTON SHIRE COUNCIL VALUES**

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| **Cooperation** | Working together, teamwork, collaboration and being solution-oriented. |
| **Integrity** | Acting with respect, honesty, reliability, trust, tolerance and understanding. |
| **Balance** | Demonstrating fairness, equity and flexibility. Consider work-life balance and balancing community needs against resources. |
| **Professionalism** | Personal development and meaningful work, being competent, innovative and courageous, focus on excellence and continuous improvement. |

**POSITION OBJECTIVE**

The Digital Media Officer is responsible for building Council’s digital presence with engaging and effective content, targeted digital outreach and the development of high impact campaigns. The incumbent must have a strong background in marketing and communications, a creative flair and a passion for emerging technologies, along with high levels of administrative, organisation, exceptional customer service and communication skills.

**ORGANISATIONAL RELATIONSHIPS**

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| **Reports to** | Coordinator Media and Public Relations |
| **Supervises** | NIL |
| **Internal Liaisons** | All Council staff, Councillors |
| **External Liaisons** | Ratepayers and residents, media organisations, suppliers, Committees of Management, General Public, VIPs. |

**DELEGATIONS/AUTHORISATION**

This position has no delegations / authorisation to exercise power as conferred by section 98(1) of the Local Government Act 1989 and other legislation referred to in [S6 Instrument of Delegation](http://intranet.wellington.vic.gov.au/Page/Download.asp?name=S6_Instrument_of_Delegation_to_Members_of_Council_Staff_-_3_March_2015.pdf&size=474619&link=../Files/S6_Instrument_of_Delegation_to_Members_of_Council_Staff_-_3_March_2015.pdf) to Members of Council Staff, [S7 Instrument of Sub-delegation](http://intranet.wellington.vic.gov.au/Page/Download.asp?name=S7_INSTRUMENT_OF_SUB_DELEGATION_28_AUGUST_2015.pdf&size=1522050&link=../Files/S7_INSTRUMENT_OF_SUB_DELEGATION_28_AUGUST_2015.pdf) by the Chief Executive Officer to staff or [S11 Instrument of Appointment and Authorisation](http://intranet.wellington.vic.gov.au/Page/Page.asp?Page_Id=1200&h=0).

**QUALIFICATIONS, EXPERIENCE, SKILLS AND KNOWLEDGE**

**Accountability and Extent of Authority**

* Accountable for the production of various types of digital corporate communications.
* Responsible for drafting digital communications for approval by Coordinator Media and Public Relations in line with Council policy.
* Responsible for increasing community awareness in regard to Council’s role and services and undertaking media monitoring and analysis tasks.

**Judgement and Decision Making**

* Competently complete digital media tasks to be approved by the Coordinator Media and Public Relations.
* Exercise initiative and judgement in addressing issues and the provision of advice on digital media.
* The freedom to act is governed by Council policies and objectives, guidelines and procedures, government legislation, and direction from the Coordinator Media and Public Relations.
* Assisting in the review and implementation of strategic digital media and public relations initiatives

**Specialist Knowledge and Skills**

* Strong written skills.
* Excellent presentation skills.
* Analytical and problem-solving skills.
* Advanced skills in the Microsoft suite of products.
* Advanced skills in Adobe Creative Cloud applications, particularly Indesign, Illustrator, Photoshop and Premiere Pro.
* Advanced skills in digital media production: images, videos, photography.
* Advanced skills in web content development and website CMS software.
* Ability to coordinate the production of corporate documents and products.
* Ability to develop displays and presentations.

**Management Skills**

* Excellent attention to detail with a proven ability to set goals, manage competing demands and fluctuating workloads.
* Ability to effectively contribute to a small team.
* Superior time management and organisational skills.

**Interpersonal Skills**

* Outstanding interpersonal and communication skills.
* Ability to build effective working relationships with a variety of internal and external stakeholders.
* Strong communication skills both verbal and written, including the ability to communicate effectively on all levels.

**Qualifications and Experience**

* Tertiary qualifications in communications, journalism, public relations, or equivalent relevant work experience.
* Strong experience in developing written content.
* Experience working within a budget.
* Experience in the development of public relations strategies and programs.
* Sound knowledge of social media and digital communication strategies.
* Sound knowledge or the ability to learn Adobe Illustrator, including creation of vector graphics, logos and diagrams.
* Sound knowledge or the ability to learn of Adobe Indesign, including development of brochures, posters, advertisements and reports.
* Sound knowledge and understanding of Adobe Photoshop, including image editing and enhancements and web graphics creation.
* Ability to develop and edit video content (or the ability to learn) using Adobe Premiere Pro.

**The ability to obtain and maintain the following qualifications, registrations, certifications:**

* Drivers licence
* Working with Children Check

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| **PEOPLE - RESPONSIBILITIES**  Developing people, assigning work, setting work environment, monitoring performance, developing own and team's accountabilities. |

* Encourage and maintain positive working relationships with all colleagues to ensure a professional and collaborative working environment.
* Support colleagues and coordinator/supervisor as required to achieve overall team goals, Corporate Performance Indicators (CPIs), service levels and other targets.
* Work in a manner that ensures adherence to Council policies and Occupational Health and Safety requirements incl. task analyses (if applicable).

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| **OPERATIONAL - RESPONSIBILITIES**  Developing technical knowledge, monitoring technical systems, managing stakeholder relationships. |

* Effectively see all tasks through to completion in line with individual CPIs, service levels and other targets.
* Work within agreed plans, policies and processes including safe work practices.
* Identify and report opportunities for increasing efficiency and/or effectiveness as per Wellington Excellence to ensure continuous improvement.
* Demonstrate a commitment to effective internal and external customer service.
* Maintain currency of technical skills and knowledge to ensure work is performed as per the requirements of the role.
* Maintain complete and accurate records of all work-related activities including documentation and administration as per the Council’s records management policy and adherence to the written style guide.

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| **SCHEDULING - RESPONSIBILITIES**  Aligning strategy to team outputs preparing plans, reporting on performance against plans, managing budget, planning and allocating resources, scheduling team’s work. |

* Understand the contribution of own work towards the achievement of team, business unit and strategic organisational goals.
* Assist with emergency related functions, by mutual agreement, in the event that the Municipal Emergency Management Plan (MEMP) is enacted, including the provision of emergency response, relief and recovery services to the community

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| **POSITION SPECIFIC – RESPONSIBILITIES** |

* Work closely with Council’s Graphic Design & Web Officer to monitor and maintain external websites with the use of Content Management Software (CMS) in line with CPIs.
* Develop and maintain corporate content that is easy to find, timely, accurate and meets accessibility requirements in line with CPIs.
* Assist with the development, maintenance and ongoing improvements of any apps, customer service portals, payment portals and other digital service enhancements through third party suppliers as required.
* Source, create, deliver and monitor pro-active and reactive content across Council’s corporate social media accounts.
* Respond to social media enquiries and liaise with customer service and other key contacts and subject matter experts throughout the organisation to ensure social media enquiries are allocated and responded to in accordance with agreed service levels.
* Assist in the development and implementation of strategies to amplify Council’s social media presence and engagement and help us reach new targeted audiences.
* Assist Council’s Graphic Design & Web Officer, where appropriate, to produce and distribute a range of Council branded collateral using Adobe Creative Cloud applications.
* Identify improvement opportunities to evolve Council’s corporate style and brand across digital channels to take advantage of emerging technology and to ensure the brand remains relevant.
* Support the organisation to ensure the effective use of social media and to regularly review our policy and guidelines to ensure they remain relevant and respond to emerging needs.
* Contribute to the maintenance and development of Council’s digital asset library.
* Support the development and implementation of communication and marketing strategies and for a range of integrated online and offline initiatives in line with CPIs.
* Support the Media and Public Relations team to include digital content and tools in communication, marketing and engagement plans in line with CPIs.
* Help develop and maintain a calendar of pro-active content that is aligned to Council’s strategic objectives and priorities and customer needs and interests.