

POSITION DESCRIPTION

1. POSITION DETAILS

Position Title	Digital Media Officer
Business or Service Unit	Customer and Community
Position Manager	Customer Communications Manager
Position Location	Negotiable

2. POSITION PURPOSE

To provide a range of quality communication services to support organisational objectives, including but not limited to: development of digital communication programs, management of internal and external digital channels, publications production and design, provide advice and technical support media and public affairs and community engagement, and put safety first.

3. KEY ACCOUNTABILITIES

- (1) Ensure all activities are undertaken with the safety of people as the number one priority and at all times role model safe behaviour.
- (2) Develop digital communication programs to guide the organisation's use of digital channels for communicating with internal and external stakeholders and manage those channels using relevant content management systems.
- (3) Develop digital and print communication products including preparation of high quality content, selection of appropriate channels and evaluation of communication outcomes.
- (4) Coordinate the organisation's external website and staff intranet and all internal and external graphic design needs, to ensure communication is controlled and consistent.
- (5) Work with photographers and other professional service providers to develop and manage image management systems and develop and maintain WaterNSW image library.
- (6) Maintain a sound understanding of digital communication best practice to identify opportunities and ensure WaterNSW compliance with digital communication legislative requirements including accessibility obligations.

4. SIGNIFICANT EXTERNAL RELATIONSHIPS FOR WHICH THIS POSITION IS THE PRIMARY CONTACT

- Photographers.
- Designers
- Digital media agencies.

5. AUTHORITY LIMITS

- As per *Standing Delegations* instrument from time to time.

RECRUITMENT GUIDE: DIGITAL MEDIA OFFICER

1. KEY COMPETENCIES

Individual Contributor	Team Leader	Manager	Executive
Decision Making Identifying and understanding issues, problems, and opportunities; comparing data from different sources to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints, and probable consequences.	Decision Making Identifying and understanding issues, problems, and opportunities; comparing data from different sources to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints, and probable consequences.	Strategic Decision Making Obtaining information and identifying key issues and relationships relevant to achieving a long-range goal or vision; committing to a course of action to accomplish a long-range goal or vision after developing alternatives based on logical assumptions, facts, available resources, constraints, and organizational values.	Establishing Strategic Direction Establishing and committing to a long-term business direction based on an analysis of systemic information and consideration of resources, market drivers, and organizational values.
	Developing Others Planning and supporting the development of individuals' skills and abilities so that they can fulfil current or future job/role responsibilities more effectively.	Coaching Providing timely guidance and feedback to help others strengthen specific knowledge/skill areas needed to accomplish a task or solve a problem.	Coaching and Developing Others Providing feedback, instruction, and development guidance to help others excel in their current or future job responsibilities; planning and supporting the development of individual skills and abilities.
Active Learning Demonstrating zeal for new information, knowledge, and experiences; regularly seeking and capitalizing on learning opportunities; quickly assimilating and applying new information.	Selecting Talent Evaluating and selecting internal and external talent to ensure the best match between the individual and the work requirements.	Selecting Talent Evaluating and selecting internal and external talent to ensure the best match between the individual and the work requirements.	Building Organisational Talent Establishing systems and processes to attract, develop, engage, and retain talented individuals; creating a work environment where people can realize their full potential, thus allowing the organization to meet current and future business challenges.
Personal Growth Orientation Actively pursuing development experiences to improve interpersonal and business impact.			
	Delegating responsibility Allocating decision-making authority and/or task responsibility to appropriate others to maximize the organization's and individuals' effectiveness.	Delegating Responsibility Allocating decision-making authority and/or task responsibility to appropriate others to maximize the organization's and individuals' effectiveness.	Empowerment and Delegation Sharing authority and responsibilities with others to move decision making and accountability downward through the organization, enable individuals to stretch their capabilities, and accomplish the business unit's strategic priorities.
	Leading Through Vision and Values Keeping the organization's vision and values at the forefront of associate decision making and action.	Selling the Vision Vividly communicating a compelling view of the future state in a way that helps others understand and feel how business outcomes will be different when the vision and values become a reality.	Selling the Vision Vividly communicating a compelling view of the future state in a way that helps others understand and feel how business outcomes will be different when the vision and values become a reality.
Work Standards Setting high standards of performance for self and others; assuming responsibility and accountability for successfully completing assignments or tasks; self-imposing standards of excellence rather than having standards imposed.	Driving for Results Setting high goals for personal and group accomplishment; using measurement methods to monitor progress toward goals; tenaciously working to meet or exceed goals while deriving satisfaction from that achievement and continuous improvement.	Driving for Results Setting high goals for personal and group accomplishment; using measurement methods to monitor progress toward goals; tenaciously working to meet or exceed goals while deriving satisfaction from that achievement and continuous improvement.	Passion for Results Driving high standards for individual, team, and organizational accomplishment; tenaciously working to meet or exceed challenging goals; deriving satisfaction from goal achievement and continuous improvement.
Managing work Effectively managing one's time and resources to ensure that work is completed efficiently.	Planning and Organising Establishing courses of action for self and others to ensure that work is completed efficiently.	Driving Execution Translating strategic priorities into operational reality; aligning communication, accountabilities, resource capabilities, internal processes, and ongoing measurement systems to ensure that strategic priorities yield measurable and sustainable results.	Driving Execution Translating strategic priorities into operational reality; aligning communication, accountabilities, resource capabilities, internal processes, and ongoing measurement systems to ensure that strategic priorities yield measurable and sustainable results.
Adaptability Maintaining effectiveness when experiencing major changes in work responsibilities or environment; adjusting effectively to work within new work structures, processes, requirements, or cultures.	Facilitating Change Encouraging others to seek opportunities for different and innovative approaches to addressing problems and opportunities; facilitating the implementation and acceptance of change within the workplace.	Leading Change Identifying and driving organizational and cultural changes needed to adapt strategically to changing market demands, technology, and internal initiatives; catalyzing new approaches to improve results by transforming organizational culture, systems, or products/services.	Leading Change Identifying and driving organizational and cultural changes needed to adapt strategically to changing market demands, technology, and internal initiatives; catalyzing new approaches to improve results by transforming organizational culture, systems, or products/services.

2. MANDATORY KNOWLEDGE AND QUALIFICATION REQUIREMENTS

- Tertiary qualifications in Digital Communications or Community Engagement or Marketing or a closely related discipline, or equivalent experience.
- Current NSW driver's licence.

3. MANDATORY EXPERIENCE

- Experience in the development of digital communication channels to deliver business outcomes.
- High level demonstrated experience of web content management systems and design software including image editing and management software
- Excellent written communication skills for development of online content

4. EXPERIENCE THAT WILL BE VIEWED FAVOURABLY BUT IS NOT MANDATORY

- Experience in managing publications production including preparing briefs for online and print products and graphic design.
- Ability to use Microsoft Office packages and databases.
- Demonstrated ability to collect and analyse information for preparing high quality communication collateral.
- Excellent verbal and interpersonal skills and an ability to communicate effectively at all levels (internally and externally) with a clear understanding of the need for diplomacy, tact and confidentiality at all times.

5. KEY CHALLENGES

- Meeting production deadlines with competing priorities, limited resources, and time constraints.
- Maintaining up-to-date industry knowledge including changing technology in digital media, publications production, online community engagement and social media in a rapidly changing technological environment.
- Availability to work on call and out-of-hours duties particular during incidents.