

Position Description

Position Title:	Digital Media Officer
Business Unit:	Media and Communications
Department:	Communications and Customer Service
Directorate:	Corporate Services
Classification:	Band 6
Date:	October 2021
Reports to:	Team Leader Digital and Marketing
Supervises:	Nil
Internal Liaison:	All Council employees and management
External Liaison:	Digital companies, local businesses, contractors, community groups & residents

1. Position Objectives

The primary objectives of the position are to:

- Coordinate Council's online communications functions.
- Prepare and coordinate content on Council's internet and intranet sites to ensure they are relevant, up to date, and appropriate for target audiences.
- Coordinate Council's social media presence so that it will generate increased traffic.
- Support the implementation of Council's IT Strategy and Digital Framework.
- Regularly review Council's online presence, including the promotion of relevant policies and procedures and provide strategic advice on future directions for online communications.

2. Key Responsibility Areas / Position Specific Responsibilities **Also refer to Appendix 1 - Additional Key Responsibility Areas / Position Specific Responsibilities for all employees*

Main areas of responsibilities will include but is not limited to:

Website management

- Regularly review and recommend new online initiatives and changes to the design/look and feel of the website.
- Analyse business unit requirements and assist with site content preparation.
- Regularly review, write, edit and update online content, source imagery and ensure information is relevant, in customer friendly language, adheres to corporate standards and best practice.
- Market council's internet and intranet sites.
- Design a range of digital content for council's website.
- Provide training and support to other staff in the administration of the web management system and check all content before it goes live.
- Liaise with web developers and other external suppliers as required.

Digital Strategy

- Take a lead role in implementation of the existing IT Strategy and Digital Framework.
- Work with the Digital Transformation Lead to prepare annual action plans based on the Digital Framework.
- Strategically plan the future directions for Council's online communications.
- Plan and lead communication on digital literacy to both internal and external audiences.
- Review and update the Electronic Media and associated policies.

Intranet Management and Internal Communications

- Regularly review intranet content.
- Write, edit and upload new content, ensuring information is relevant, up to date and easy to understand.
- Research, recommend and manage intranet upgrades and improvements.
- Train staff as necessary in intranet functionality and features.
- Support Governance, Organisational Development, Customer Service and other business unit staff in the administration of their sections on the intranet.
- Coordinate the production and distribution of council's weekly staff e-newsletter.
- Ensure daily news on the Intranet site is updated each day and/or as required.
- Meet with business units regularly to determine and advise on their digital information needs.

Social Media

- Manage Council's social media presence, including developing pages, curating content responding to customer queries and supporting staff who are social media administrators.
- Monitor all engagement with Council's social media sites and references to Council on social media. Provide specialist advice on the best and most appropriate use of different social media as a communications channel.
- Contribute to planning the strategic direction for Council's social media presence including researching and preparing for future recommendations; and oversee adherence to these corporate requirements.
- Report quarterly on social media trends and statistics.

E-newsletters

- Coordinate the production of regular corporate e-newsletters.
- Assist with the development of new e-newsletters across the organisation.
- Provide training and support to staff in the management of e-newsletters.
- Check and approve all e-newsletters prior to distribution.

Audio Visual Communications

- Assist the Urban Screens team with the production of audio-visual communications on Council's digital screen network, website and social media channels.

Corporate communications

- Assist business units with the development of their communications strategies and plans as they relate to the digital environment.
- Assist with the development of the Media & Communications department's annual Business Plan and team development activities.

3. Overall Position Accountability and Authorities

The position is directly held responsible for:

- Assist the Senior Communications Coordinator to manage a range of Media & Communications resources as required, improving the image of Council and the overall municipality of the City of Greater Dandenong. The freedom to act in this regard is governed by clear objectives and/or budgets with a regular reporting mechanism to ensure adherence to goals and objectives. The effect of decisions and actions taken in this regard is usually limited to the quality or cost of the programs and projects being managed.
- Where responsibility to provide specialist advice to internal and external Media & Communications clients and/or to regulate these clients, the freedom to act is subject to corporate regulations and policies and regular supervision by the Team Leader Digital and Marketing. The effect of decisions and actions taken on individual clients in this regard may be significant, but it is usually subject to appeal or review by the Senior Communications Coordinator and/or Manager Communications & Customer Service.
- Provide formal input into the development of policy within area of expertise, as well as recommending improvements to work systems and work procedures.
- Where involved in policy development the work is usually of an investigative and analytical nature, with the freedom to act prescribed by Team Leader Digital and Marketing and/or Executive Manager Communications & Customer Service. The quality of the output can have a significant effect on the process of policy development.

4. Judgement and Decision-Making Skills

Judgement and decision making will be within the following scope:

- The nature of the work is usually specialised with methods, procedures and processes developed from theory or precedent. The work may involve improving and/or developing methods and techniques generally based on previous experience. Problem solving may involve the application of these techniques to new situations.
- Capacity to make independent decisions that are based on specialised knowledge and the key responsibilities of the position.
- Meet tight deadlines imposed at short notice by reorganising priorities and planning to meet new work requirements.
- Report major problems and issues that are outside the decision-making parameters of position requirements to the Team Leader Digital and Marketing.
- Decisions relating to significant expenditure require the approval of the Executive Manager Communications & Customer Service.
- Guidance and advice are usually available from the Team Leader Digital and Marketing or Executive Manager Communications and Customer Service.

5. Specialist Skills and Knowledge

The essential position requirements include:

- Proficiency in the application of online/digital disciplines, including the underlying principles as distinct from the practices.
- Ability to respond positively to unplanned issues and enhance the quality of communication messages prepared by other staff throughout the organisation.
- Stay abreast of related advancements in the technology and communications fields.
- A thorough understanding of the long-term goals of the Media & Communications Unit is required along with the relevant policies of both the unit and Council.
- Where required to manage resources, a familiarity with relevant budgeting techniques is essential.

6. Management and Interpersonal skills

The essential position requirements include:

- This position requires skills in managing time, setting priorities, planning and organising one's own work so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Self motivation with the ability to work within minimal supervision, including establish working relationships with senior management and staff at all levels, as well as external suppliers.
- Where involved in training other staff across the organisation an understanding of and an ability to implement personnel practices including those related to equal employment opportunity, occupational health and safety and employee's development is required.
- This position requires the ability to gain cooperation and assistance from clients, members of the public and other employees in the administration of defined activities.
- Demonstrated ability to work in a communication's advisory capacity to staff at all levels of an organisation.
- This position must also be able to liaise with their counterparts in other organisations to discuss specialist matters and with other employees in other functions within Council to resolve intra-organisational problems.
- A commitment to working in a small close-knit team is required, as is contributing to successful outcomes towards team goals.
- Excellent communication and customer service skills, and the ability to handle confidential information and situations in a sensitive manner.

7. Qualifications and Experience (Key Selection Criteria)

Selection of the most suitable applicant will be based on the following:

Essential

- Degree or Diploma qualifications in a relevant communications field, along with some relevant experience in online communications including writing for the web, web accessibility and social media management. Relevant experience should include:
 - Ability to critically analyse web content and work with various groups to recommend appropriate changes.
 - Proven writing and editing skills, with a demonstrated ability to apply different writing styles targeted at customer needs and a range of digital platforms.
 - Demonstrated experience in overseeing a large-scale web project or redevelopment
 - Advanced computer operating skills, with knowledge of Microsoft office products, Adobe products and web editing tools.
- Demonstrated ability to prioritise requests, review priorities and reorganise workloads to achieve professional responsibilities with agreed timeframes.

Verification

We certify that the content of this Position Description accurately reflects the overall role and accountabilities of the position:

Prepared by:

Name:	Miranda Harwood	Signature:	
Date:	October 2021		

Manager:

Name:	Kylie Sprague	Signature:	
Date:	October 2021		

Director:

Name:	Kylie Sprague	Signature:	
Date:	October 2021		

Position Occupant:

Name:		Signature:	
Date:			

Inherent Physical / Cognitive Requirements of the position

Date of last review: August 2021

Authorised by: Kylie Sprague

Not specific to this role (the position does not require more than 10-15% manual handling. A Task Analysis to identify detailed Physical Requirements of the role is not required).

Authorised by: Kylie Sprague

Signature

Date___/___/___

Cognitive Demand	Yes	No
Regular communication with team/work mates	X	
Regular communication with others	X	
Verbal instruction and supervision of others		X
High concentration	X	
Planning and problem solving	X	
Job/task organisation	X	
Short-term memory	X	
Long-term memory	X	

Position Description

APPENDIX 1

Additional Key Responsibility Areas / Position Specific Responsibilities for all employees

Business Unit Responsibilities

- Undertake Emergency Management duties as required by assisting in Emergency Management activities.
- At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers and employees.
- Make an ongoing, positive contribution to the Directorate.

Change Management

- Positively embrace, adopt and meet the challenges of change as it occurs within the organisation while possessing a 'can do' attitude in order to embrace new tasks and to assist others.

Team Effectiveness

- A demonstrated ability to work in a team environment and actively participate as a committed and valued team member to ensure a cohesive approach to achieving team and corporate objectives.
- Be a team player and adopt team practices that support a team approach across the organisation by supporting each other in a team environment to recognise individual team achievements and achieve team targets.

Organisational Requirements

- A committed employee, behaving in a manner consistent with personal and professional workplace standards as outlined in Council's Code of Conduct and other Council policies, procedures and guidelines.
- In accordance with the responsibilities of your role, positively support Council's response to the climate emergency by helping facilitate a whole-of-organisation approach where climate change mitigation and adaptation is embedded into all Council services, assets, operational and decision-making processes.
- Make a positive contribution to Council and be mindful of the requirements outlined in the Victorian Charter of Human Rights in the provision of service delivery while respecting the rights of colleagues and customers at all times.
- Act respectfully, responsibly and be accountable for your actions.
- Adhere to Council's occupational health, safety and return to work (RTW) policies and procedures and participate in health and safety training programs and initiatives.
- Understanding of and ability to work with diversity within the workplace and community.
- Perform other duties as directed within the limits of acquired skills, knowledge and training.
- Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information.