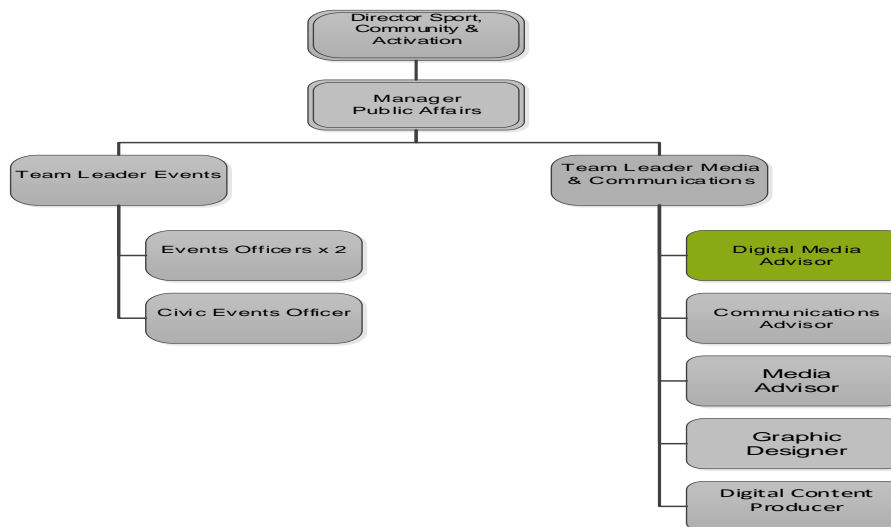


POSITION DESCRIPTION

Position Title	Digital Media Advisor
Position Number	22179
Division	Sport, Community & Activation
Branch	Public Affairs
Grade	14
Special Requirements	Driver's Licence Ability to work flexible hours including out of work hours, nights and weekends as required
Physical and Environmental Demands	Manual Handling
Authorities	As applicable and as delegated by the General Manager
Key Direction/s	Strong Local Leadership

Reporting Structure



Position Purpose

To promote Council and engage the community through innovative online, digital and multimedia communication.

Key Result Areas

- **Social and digital media**
- **Corporate Core Values**
- **Customer Service**

Key Duties & Responsibilities

- Oversee and coordinate all digital content including but not limited to intranet and internet websites and all social and digital media platforms and channels.
- Develop, implement and manage Council's social media and associated communication policies and strategies including definition of KPI's, processes and procedures.
- Actively implement Council's approved Communications and Media Policies, monitoring the success of Council's digital content and achieving agreed targets.
- Oversee and produce video content for web and social distribution, including the creation of short-form videos, GIFS or multimedia clips.
- Produce, source, edit and distribute engaging, unique and exciting short-form video content driving video streams online and via social platforms
- Develop and implement strategies to achieve social media audience targets across all social media platforms.
- Develop and deliver monthly reports on all digital and social media channels and online campaigns.
- Undertake regular audits to ensure the accuracy, quality and compliance of digital and social media channels.
- Monitor digital media industry trends in order to identify new opportunities for strategic advantage.
- Identify new opportunities to expand and use digital/social media to increase engagement, grow our community and get our messages to the public.
- Act as Chief Publisher of digital content
- Provide support to the Mayor, General Manager and Leadership Group as required.
- Represent the Communications and Events section on key cross-functional projects groups.
- Capture and promote Council events, programs and initiatives.
- Collaborate with team members and stakeholders to provide specialist advice and produce and implement content marketing campaigns.
- Liaise with external vendors and suppliers as required.
- Work within the annual social media budget.
- Other duties as directed by the Manager Communications & Events
- Act in accordance with Council's Fraud and Corruption Prevention Policy and Plan at all times as Council will not tolerate fraudulent or corrupt practices by its own staff, contractors or others working for Council.

Corporate Core Values

- Continuously display Council's corporate core value of Leadership, innovation, partnership, commitment and customer focus.

Customer Service

- Demonstrate a strong customer focus which is accurate, responsive, timely and courteous.

WHS Responsibility	
<ul style="list-style-type: none"> • Implement, monitor and, or comply with Councils WHS Management System, including but not limited to WHS Policies, Standard Operating Procedures, Risk Assessments/Work instructions and associated systems tools in their relevant work area • Adequately familiarise and actively fulfil all WHS responsibilities as indicated in Council’s WHS Roles and Responsibilities Matrix (attached) 	
Risk Management Responsibilities	
<ul style="list-style-type: none"> • To act at all times in a manner which does not place at risk the health and safety of anyone in the workplace. • Responsible and accountable for taking practical steps to minimise Council’s exposure to risks in so far as is reasonably practicable • Must be aware of operational and business risks. Particularly: <ul style="list-style-type: none"> ○ understand and adhere to the principles of Risk Management within their job role; ○ assist Managers and Team Leaders in identifying risks and risk treatments in their job role; ○ provide input into various risk management activities; ○ report all emerging risks, issues and incidents to their manager or appropriate officer; and follow Council policies and procedures. 	
Essential and Desirable Criteria	
Essential	
<ul style="list-style-type: none"> • Tertiary qualifications in Communications, Public Relations, Journalism or associated fields. • Experience in developing communications strategies and content for online, digital, multimedia and social media channels including application of associated legal requirements including privacy and content. • Experience strengthening and elevating a brand identity through digital and social media channels, including the use of any influencer partnerships. • Demonstrated knowledge of Content Management Systems for web content upload and maintenance. • Demonstrated knowledge and understanding of new digital communication technologies and how they apply to strategic and engagement communications. • Experience in successfully developing and actioning strategies to support a positive and engaged social media presence. • Excellent communication and interpersonal skills. • Demonstrated ability to apply EEO, WHS and ethical practice principles and to act with probity at all times. 	
Desirable	
<ul style="list-style-type: none"> • Knowledge of local government policies and practices. • Technical knowledge of video editing software and publishing systems. 	
Prepared By	Manager Public Affairs
Date Updated	Updated January 2020

I have read and understand the contents of the position description for my role and agree to work in accordance with the requirements of the position.

I understand that this position description may change with organisational requirements and the tasks and responsibilities outlined in the position description may vary from time to time.

Employee Name:

Employee Signature:

Date:



WHS Roles and Responsibilities

General Manager	Authority Level							WHS Responsibilities	Accountability Check		
	Director	Senior Manager	Grade 20 - 21	Grade 17 - 19	Grade 14 - 16	Grade 8 - 13	Grade 1 - 7		Yes	No	N/A
								As far as reasonably practicable ensure:			
✓								1. The health and safety of workers engaged or caused to be engaged by Council.			
✓								2. The health and safety of workers whose activities in carrying out work are influenced or directed by Council.			
✓								3. The health and safety of other persons is not put at risk from work carried out as part of the conduct of Council.			
✓	✓	✓	✓	✓	✓	✓		4. The provision and maintenance of a work environment without risks to health and safety.			
✓	✓	✓	✓	✓	✓	✓		5. The provision and maintenance of a safe place and structures.			
✓	✓	✓	✓	✓	✓	✓		6. The provision and maintenance of safe systems of work.			
✓	✓	✓	✓	✓	✓	✓	✓	7. The safe use, handling and storage of plant, structures and substances.			
✓	✓	✓	✓	✓	✓			8. The provision of adequate facilities for the welfare at work of workers in carrying out work for the business or undertaking, including ensuring access to those facilities.			
✓	✓	✓	✓	✓	✓	✓		9. The provision of any information, training, instruction or supervision that is necessary to protect all persons from risks to their health and safety arising from work carried out as part of the conduct of Council.			
✓	✓	✓	✓	✓	✓	✓		10. The health of workers and the conditions at the workplace are monitored for preventing illness or injury of workers arising from the conduct of Council.			
✓	✓	✓	✓	✓	✓	✓	✓	11. Process for complying with any duty or obligation under the <i>Work Health and Safety Act 2011</i> and <i>Regulations 2017</i> .			
✓	✓	✓	✓	✓	✓			12. That any SafeWork notifiable incidents are reported to the regulator in accordance with the <i>Work Health and Safety Act 2011</i> and <i>Regulations 2017</i> .			

General Manager	Authority Level							WHS Responsibilities	Accountability Check		
	Director	Senior Manager	Grade 20 - 21	Grade 17 - 19	Grade 14 - 16	Grade 8 - 13	Grade 1 - 7		Yes	No	N/A
								As far as reasonably practicable ensure:			
✓	✓	✓	✓	✓	✓			13. Council upholds its commitment to all workers who have sustained a work-related injury in accordance with Legislative requirements.			
✓	✓	✓	✓	✓	✓	✓		14. Acquire and keep up-to-date knowledge of work health and safety matters			
✓	✓	✓						15. Ensure appropriate resources and processes are provided and used to enable hazards to be identified and risks to be eliminated or minimised.			
✓	✓							16. Accident/incident statistics for the Directorates are reviewed monthly.			
✓	✓	✓						17. The health and safety of workers engaged, or caused to be engaged, by Council is managed.			
✓	✓	✓	✓	✓				18. Safe plant and structures are provided and maintained.			
✓	✓	✓						19. Budgets include funds for WHS requirements, including (but not limited to) specialised safety training, safety equipment and health monitoring.			
		✓						20. Ensure risk management activities are fully implemented across their branch.			
		✓						22. Ensure all hazards and incidents are reported for their branch.			
		✓	✓	✓	✓	✓		23. Take remedial action for workers who are non-compliant with Council's WHS Management System.			
✓	✓	✓	✓	✓	✓	✓		24. Make recommendation for improvement of the WHS Management System and implement approved processes and procedures.			
		✓	✓	✓	✓			25. Provide transitional duties for injured workers as an integral part of the return to work process.			
✓	✓	✓	✓	✓	✓	✓		26. All proposed purchases comply with Council's Procurement Policy.			
		✓						27. Ensure all accidents and incidents are investigated and remedial actions are initiated in their branch.			
✓	✓	✓	✓	✓	✓	✓		28. The use of appropriate resources and processes to eliminate or minimise risks to health and safety from work carried out as part of Council.			

General Manager	Authority Level							WHS Responsibilities	Accountability Check		
	Director	Senior Manager	Grade 20 - 21	Grade 17 - 19	Grade 14 - 16	Grade 8 - 13	Grade 1 - 7		Yes	No	N/A
								As far as reasonably practicable ensure:			
		✓	✓	✓	✓	✓		29. Ensure consultation and the dissemination of WHS information in their branch.			
✓	✓	✓	✓	✓	✓	✓	✓	30. Lead and be a role model in demonstrating positive safety behaviours in the workplace.			
		✓	✓	✓	✓	✓	✓	31. Monitor workers including contractors' work practices to ensure they comply with Council's Policies Procedures and legislative requirements.			
		✓	✓	✓	✓	✓	✓	32. Take reasonable care for health and safety of self and others including the implementation of risk control measures within their control to prevent injuries/illnesses.			
			✓	✓	✓	✓	✓	33. Advise managers of workers/contractors who are not engaging in safe work practices.			
		✓	✓	✓	✓	✓		34. Ensure team meetings include safety issues as a standard agenda item.			
		✓	✓	✓	✓	✓		35. Support workers on transitional duties whilst on return to work plans.			
			✓	✓	✓	✓	✓	36. Ensure WHS documentation is completed meeting document control requirements.			
✓	✓	✓	✓	✓	✓	✓	✓	37. Be fully aware of legislation which regulates their duties.			
		✓	✓	✓	✓	✓		38. Ensure, so far as is reasonably practicable, the provision of any information, training, instruction or supervision that is necessary to protect all persons from risk to their health and safety arising from work carried out by or on behalf of Council.			
			✓	✓	✓	✓	✓	39. Ensure equipment purchased is maintained and inspected.			
✓	✓	✓	✓	✓	✓			40. Gain an understanding of the nature of the operations of Council and generally of the hazards and risk associated with those operations.			
	✓	✓	✓	✓	✓	✓		41. Ensure, so far as is reasonably practicable, the provision of information, training, instruction and supervision that is necessary to protect all person.			
		✓	✓	✓	✓	✓		42. Ensure incidents/accidents are investigated, control measures are implemented, and corrective actions are closed out.			
			✓	✓	✓	✓	✓	43. Participate in workplace inspections when required.			

General Manager	Authority Level							WHS Responsibilities	Accountability Check		
	Director	Senior Manager	Grade 20 - 21	Grade 17 - 19	Grade 14 - 16	Grade 8 - 13	Grade 1 - 7		Yes	No	N/A
								As far as reasonably practicable ensure:			
		✓	✓	✓	✓	✓	✓	44. Communicate and undertake consultation on WHS and Injury Management related matters with work area.			
			✓	✓	✓	✓		45. Allocate work tasks in accordance with employee skills.			
			✓	✓	✓	✓	✓	46. Assist in the development of return to work plans.			
			✓	✓	✓	✓		47. Monitor workers on return to work plans.			
			✓	✓	✓	✓	✓	48. Develop, review and complete WHS procedures and processes at the operational level.			
✓	✓	✓	✓	✓	✓	✓	✓	49. Communicate and undertake consultation on WHS related matters to work team.			
			✓	✓	✓	✓	✓	50. Monitor and review WHS in work team activities.			
			✓	✓	✓	✓	✓	51. Inspect and/or wear /use PPE in accordance with instruction/training. (if required)			
✓	✓	✓	✓	✓	✓	✓	✓	52. Ensure WHS procedures and processes are applied to self and team activities.			
			✓	✓	✓	✓	✓	53. Review WHS procedures and processes at the operational level.			
	✓	✓	✓	✓	✓	✓	✓	54. Comply with reasonable instruction issued by Council.			
✓	✓	✓	✓	✓	✓	✓	✓	55. Cooperate with policies and procedures, including reporting of hazards/incidents via Council's reporting process.			
✓	✓	✓	✓	✓	✓	✓	✓	56. Undertake risk assessment as required prior to commencing a task.			
			✓	✓	✓	✓	✓	57. Inform supervisor of any damage to or defect of plant and equipment.			
✓	✓	✓	✓	✓	✓	✓	✓	58. Demonstrate positive safety behaviours in the workplace.			



WHS Roles and Responsibilities

I accept and agree to use my best endeavours to fulfil my WHS responsibilities

Name of Employee	Signed	Date
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Supervisors Name	Signed	Date
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Action Plan:

Comments: