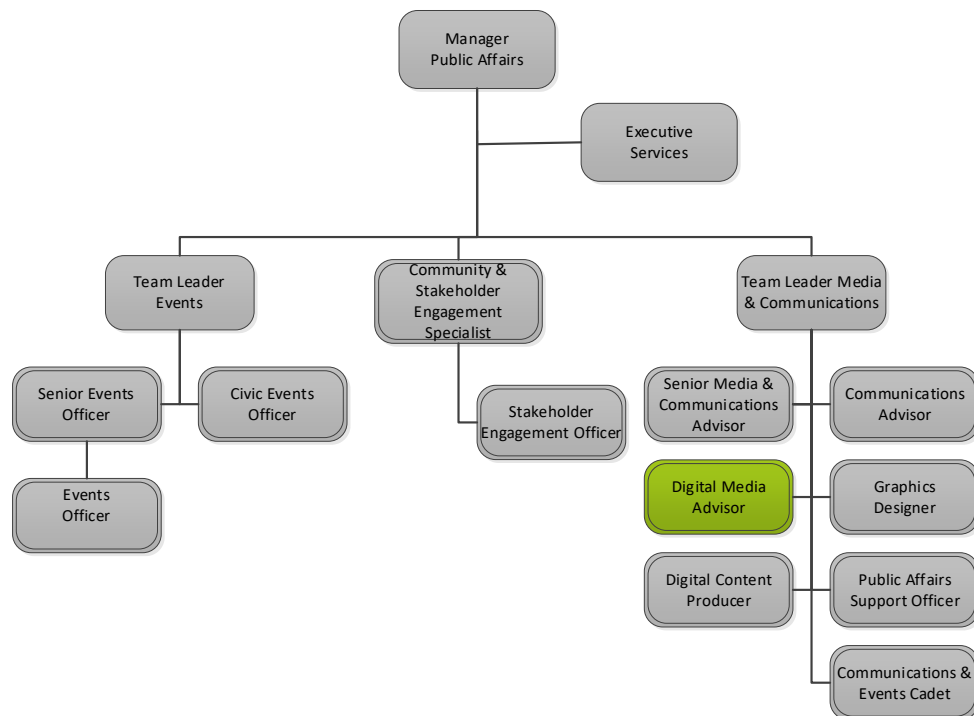


## POSITION DESCRIPTION

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

### Reporting Structure



<b>Position Purpose</b>
To promote Council and engage the community through innovative online, digital and multimedia communication.
<b>Key Result Areas</b>
<ul style="list-style-type: none"> <li>• <b>Social and digital media</b></li> <li>• <b>Corporate Core Values</b></li> <li>• <b>Customer Service</b></li> </ul>
<b>Key Duties &amp; Responsibilities</b>
<p><b>Social and digital media</b></p> <ul style="list-style-type: none"> <li>• Oversee and coordinate all digital content including but not limited to intranet and internet websites and all social and digital media platforms and channels.</li> <li>• Develop, implement and manage Council's social media and associated communication policies and strategies including definition of KPI's, processes and procedures.</li> <li>• Actively implement Council's approved Communications and Media Policies, monitoring the success of Council's digital content and achieving agreed targets.</li> <li>• Oversee and produce video content for web and social distribution, including the creation of short-form videos, GIFS or multimedia clips.</li> <li>• Produce, source, edit and distribute engaging, unique and exciting short-form video content driving video streams online and via social platforms</li> <li>• Develop and implement strategies to achieve social media audience targets across all social media platforms.</li> <li>• Develop and deliver monthly reports on all digital and social media channels and online campaigns.</li> <li>• Undertake regular audits to ensure the accuracy, quality and compliance of digital and social media channels.</li> <li>• Monitor digital media industry trends in order to identify new opportunities for strategic advantage.</li> <li>• Identify new opportunities to expand and use digital/social media to increase engagement, grow our community and get our messages to the public.</li> <li>• Act as Chief Publisher of digital content</li> <li>• Provide support to the Mayor, General Manager and Leadership Group as required.</li> <li>• Represent the Communications and Events section on key cross-functional projects groups.</li> <li>• Capture and promote Council events, programs and initiatives.</li> <li>• Collaborate with team members and stakeholders to provide specialist advice and produce and implement content marketing campaigns.</li> <li>• Liaise with external vendors and suppliers as required.</li> <li>• Work within the annual social media budget.</li> <li>• Other duties as directed by the Manager Communications &amp; Events</li> <li>• 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.</li> </ul> <p><b>Corporate Core Values</b></p> <ul style="list-style-type: none"> <li>• Continuously display Council's corporate core value of Leadership, innovation, Partnership, Commitment, Safety and Customer focus.</li> </ul>

**Customer Service**

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

**WHS Responsibility**

- 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

**Risk Management Responsibilities**

- 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:
  - 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**

- 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**

- Knowledge of local government policies and practices.
- Technical knowledge of video editing software and publishing systems.

**Prepared By**

Manager Public Affairs

**Date Updated**

April 2024

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:**