

<b>POSITION TITLE:</b>	Digital Communications Officer
<b>POSITION NUMBER:</b>	10101
<b>AWARD:</b>	Queensland Local Government Industry (Stream A) Award – State 2017
<b>AWARD CLASSIFICATION:</b>	4 – 5
<b>REPORTS TO:</b>	Coordinator Communications
<b>DEPARTMENT:</b>	Communities

## ABOUT US

### Our vision

A progressive region creating opportunities for all.

### Our mission

We are a council committed to continuous improvement, a sustainable future and efficient investment in our communities.

### Our values

- Respect and integrity
- Accountability and transparency
- Providing value
- Commitment and teamwork

## OBJECTIVE OF THIS ROLE

The digital communications officer's primary responsibility is to manage online and digital activities to support and enhance council's communication capacity and effectiveness.

## KEY RESPONSIBILITIES IN THIS ROLE

1. **Action Plans.** Contribute to the development and implementation of digital and online communication action plans as part of the Central Highlands Regional Communications Strategy.
2. **Online Media.** Monitor, manage and improve council's website, intranet, social media channels and digital communication activities.
3. **Technology.** Review and explore new and emerging technology to continuously improve delivery of communication activities.
4. **Monitoring.** Monitor evaluate and report on the performance of council's digital and online presence and engagement.
5. **Promotion.** Contribute to the development and execution of corporate communications strategies to promote council projects, events and activities.

Additionally, this position may be required to conduct other duties as lawfully directed by the reporting manager.

## ABILITIES, SKILLS AND KNOWLEDGE REQUIRED

### Mandatory:

- Competent in components of the Microsoft Office suite.
- Knowledge of communication using social media and other digital channels.
- Website and intranet content management.
- A high level of competence in writing skills for a variety of media.

### Desirable:

- Experience using Adobe Creative Suite software.
- Experience in the use of Wordpress content management system.

## QUALIFICATIONS, EDUCATION AND LICENCES REQUIRED

### Mandatory:

- Minimum of Queensland C class provisional drivers licence.
- Working with Children Blue Card or willingness and eligibility to obtain one.

### Desirable:

- Degree or diploma in a communications, public relations or journalism associated discipline.

## KEY SELECTION CRITERIA

1. Demonstrated experience in social media content planning and the delivery of campaigns across multiple social media channels.
2. Demonstrated experience in the use of social media scheduling software and digital analytical tools for monitoring and reporting.
3. A good understanding of corporate communications principles including internal and external stakeholder engagement.
4. Demonstrated experience in the content management of websites and intranet sites.
5. Demonstrated experience in basic graphic design.
6. Ability to produce and edit images and video content.
7. Outstanding research, storytelling and writing skills and an ability to apply these skills to social media content.

## CORPORATE REQUIREMENTS YOU MUST MEET

1. Commitment to council's vision, mission and values.
2. Compliance with council's code of conduct.

3. Adherence to all relevant council policies and procedures, certified agreement, your contract of employment and relevant legislation, including the *Local Government Act 2009 and Work Health and Safety Act 2011*.
4. Commitment and adherence to *Central Highlands Regional Council's Customer Service Charter*.
5. Compliance with all relevant and necessary pre-employment checks required for this role.
6. Commitment to council's corporate plan.
7. Commitment to equal employment opportunity, diversity and merit principles.
8. Commitment to ensuring a workplace free from bullying, harassment and discrimination.
9. Efficient and effective utilisation of resources as allocated under the level of responsibility for the position.
10. Commitment to change management.

## ELIGIBILITY AND PRE-EMPLOYMENT CHECKS

To be appointed to a permanent position, you must be an Australian citizen, or have permanent residency status, or a visa permitting you to work in Australia permanently. If you have a visa permitting you to work temporarily in Australia, you may be appointed to a temporary or casual position, providing the work complies with the conditions of your visa.

The pre-employment checks relevant to this position include:

- Right to work in Australia
- Medical assessment including drug and alcohol testing.
- Working with Children Check
- Reference checks

## CORE COMPETENCIES WE NEED FROM YOU

Competency	Definition	Level
Delivering Results	Having the ability to set objectives for yourself and others, taking a forward looking perspective, and delivering successful outcomes within agreed parameters.	2
Communication	Identifying and using appropriate communication styles and methods, taking into consideration the audience and the desired outcome. Building and maintaining effective working relationships with key stakeholders, both internal and external.	3
Initiative and innovation	Anticipating situations and problems, finding appropriate solutions, grasping opportunities for improvements and taking ownership for continuous improvement that goes above and beyond the call of duty.	2
Flexibility	Being able to adapt your thinking and behaviour to suit different situations and changing circumstances. Taking other people's views on board, accepting new and different ways of working and encouraging others to embrace change.	3

Teamwork	Having the ability to work as part of a team, actively encouraging team working and recognising the role you play as part of the council team.	2
Commitment to Council	Being willing and able to align your own behaviour with the objectives, goals and values of council; acting as a role model and promoting the values to others.	2
Customer service	Aligning your behaviour with the council's customer service charter to ensure internal and external customer needs are met; taking a positive attitude, showing commitment and having a can-do approach.	3
Workplace Health & Safety	Taking reasonable care for the health and safety of yourself and others, complying with reasonable instruction and co-operating with council policy and procedure.	1

**A copy of the competency handbook is available on the Central Highlands Regional Council website under 'Recruitment' – 'How to Apply'.**

#### GENERAL OBLIGATIONS

1. This is a description of the job as it is presently constituted. Council will regularly review position descriptions and appropriately update them to ensure they relate to the job being performed, or to incorporate whatever changes are being proposed. Where appropriate, employees will be consulted on the changes and employees are expected to participate in consultation.
2. Whilst employment is in the position described in this document it is understood that employment is with Central Highlands Regional Council. In the event of organisational change or restructure, council may require employees to undertake other roles for which they are qualified and capable of performing.
3. Employees may be required to undertake a variety of duties not related to their substantive role in the times of disaster or significant exceptional operational circumstances.
4. All employees are responsible for making and keeping records in accordance with legislation, information standards and other relevant guidelines and procedures.
5. Failure to maintain any licence or qualification, which is a condition of your employment, may result in demotion or termination as council is unable to guarantee your transfer to a position not requiring said licence/qualification.

**Please sign below if you have read, understood and accepted the responsibilities of this position as outlined in this position description.**

Name

Signature

Date