

## CONTENT OFFICER

Position Level: L4

Location: Perth

Effective Date: March 2025

### Responsibilities

The Content Officer produces and manages a range of high-quality design materials for both digital solutions (videos, social media, website, intranet, newsletter) and traditional print collateral (advertising, publications, posters) using Adobe Creative Suite programs on Windows. The Content Officer provides continuous improvement to Pilbara Ports graphic design, filming and photography, corporate identity and online communications.

### Reporting

The Content Officer reports to the Brand and Content Lead.

### Accountabilities

Result area	Major activities
1. Safety	<ul style="list-style-type: none"> <li>• Further a safe, inclusive, and collaborative workplace, that supports the mental health and wellbeing of self, and others.</li> <li>• Identify actions and changes leading to continuous improvement of safe work environments; both physically and psychologically.</li> </ul>
2. Integrated Management Systems:	<ul style="list-style-type: none"> <li>• Assist with developing and overseeing the systems that ensure Pilbara Ports complies with all applicable codes including all legal and statutory requirements.</li> <li>• Comply with and demonstrate a positive commitment to organisational processes and ISO Management Systems including Quality, Environment, Safety and Information Security.</li> </ul>
3. Graphic design:	<ul style="list-style-type: none"> <li>• Provide a high-quality graphic design service to Pilbara Ports internal stakeholders including publications, advertising, social media graphics, digital newsletter templates, promotional items, signage and visual content for digital platforms.</li> <li>• Film (where necessary), edit and create video for internal and external purposes (advertising, newsletters, intranet, social media).</li> <li>• Design and maintain internal design templates (PowerPoint presentations, reports, posters, and email templates).</li> </ul>
4. Photography:	<ul style="list-style-type: none"> <li>• Take photography (where necessary) and guide internal stakeholders on how to capture content needed for use in key collateral.</li> <li>• Manage corporate photo shoots with external companies (where required) across all locations.</li> <li>• Work with internal stakeholders and the wider Corporate Affairs team to develop video and image content plans.</li> <li>• Management of Pilbara Ports online photo and video catalogue, ensuring content is added and tagged correctly, provide training to users, maintain the design and brand centre, and ensure only relevant and up-to-date material is used.</li> </ul>
5. Branding and Corporate Identity:	<ul style="list-style-type: none"> <li>• Assist with the evolution and development, direction and application of the official Pilbara Ports Visual and Writing Style Guides across all</li> </ul>

	<p>materials, uniform and merchandise featuring the Pilbara Ports brand.</p> <ul style="list-style-type: none"> <li>• Liaise with external consultants and designers as required, to ensure consistency in brand, identity, and messages communicated align to our style guidelines.</li> </ul>
<b>6. Online communications</b>	<ul style="list-style-type: none"> <li>• Coordinate internal communications including drafting and publishing news articles, updating intranet links, general content and styling.</li> <li>• Assist with updates and develop visual content for the Pilbara Ports website to ensure currency and consistency.</li> </ul>
<b>7. Other Duties:</b>	<ul style="list-style-type: none"> <li>• Other duties and projects as requested by the Brand and Content Lead.</li> </ul>

### **Selection Criteria**

#### **Qualifications:**

Tertiary qualifications in graphic design, communications or equivalent. Proficient in graphic design and photo editing programs associated with Windows.

#### **Personal Attributes:**

- Exhibit behaviours that align with Pilbara Ports' values of Safety, Excellence, Teamwork, Integrity and Care.
- Demonstrated commitment to an inclusive work culture that encourages diversity.
- A focus on outcomes for the organisation rather than individual success.
- A collegiate work style, promoting trust and harmonious working relationships.
- Mindful in decision making and reflects on outcomes.

#### **Work Related Requirements:**

- High-level interpersonal, verbal and written communication skills, including the ability to work effectively as part of a team, as well as liaise with, and build effective relationships with stakeholders.
- Demonstrated experience in developing, implementing and coordinating visual and video design projects including using graphic design programs such as Adobe Creative Suite and Canva.
- Demonstrated experience coordinating online communication needs in a fast-paced environment.
- High level of attention to detail and organisation skills including the ability to work autonomously in a fast-paced environment.
- Demonstrated ability in corporate identity and brand management.

Sound computing skills as well as the ability to gain a Maritime Security Identification Card are prerequisites for positions with Pilbara Ports.