



Position Description – Digital Communications Officer

Division	Engaged Community
Portfolio	Community Engagement and Experience
Business Unit	Community and Corporate Communications
Level	4
Reports To	Coordinator Community and Corporate Communications
Prescribed Position	No

Position Objective

To deliver proactive content and digital communications as part of the Community Engagement and Experience (CEE) Portfolio's focus on connecting with our community. To create content and coordinate the moderation, management and maintenance of digital content, including publishing and monitoring City of Charles Sturt's social media platforms and online content. To work effectively as part of a multi skilled and dynamic portfolio, assisting customer interactions and connections as required.

Key Responsibilities

- Coordinate the moderation, management and maintenance of digital content, including the content creation, identifying content, publishing and monitoring the City of Charles Sturt's social media platforms, website and online content.
- Assist with reviewing and updating strategies and procedures pertaining to digital media functions.
- Participate in the induction of new City of Charles Sturt (CCS) staff in the use of digital communications and our media and communications approach.
- Assist the CEE Portfolio with producing communications content and project work that is being undertaken throughout the portfolio and the organisation.
- Provide support on digital communications, policy guidelines and tools as well as support in editing and reviewing published material for Council to staff and Elected Members.
- Use initiative to provide best practice and access to information for customers, the community, Council Members and staff.
- Provide advice on Social Media policy matters and contribute to their development and maintain Social Media procedures and work practices.

- Research, compile, prepare, edit and produce publications, brochures and articles including the planning and production of short campaign videos for distribution across Council's digital platforms.
- Assist with Customer Experience priorities where required.
- Contribute to maintaining high customer experience standards both internally and externally.
- Working across a range of business units to provide connections between Council and the community, including digital connections and in person customer service.
- Positively contribute to our constructive culture by living our values which guide decision making and delivery of outcomes for our community.
- Actively deliver an innovative customer experience that's effortless, delivered with care and exceeds our customers' expectations.
- Responsible for being actively involved in the identification and management of the day to day risks of their activities and projects.
- Take reasonable care for your own and others health and wellbeing in accordance with the Work Health & Safety Act 2012 and with Council's Work Health & Safety Managements Systems.
- Promote and maintain a child safe environment and take action as per Council's Children and Vulnerable Persons Policy.

Selection Criteria

Skills

- Excellent written and verbal communication skills with a demonstrated ability to relate to people of diverse ages and backgrounds.
- Ability to problem solve, manage time effectively and ability to work autonomously with limited direction.
- Ability to work as a positive team member within a multi-skilled portfolio.
- Strong commitment to providing quality customer service and experience both internally with business partners and externally with our community.
- Demonstrated ability to work under pressure.
- Ability to demonstrate initiative, adaptability and flexibility.
- Ability to maintain confidentiality.
- Use of corporate technology including systems in electronic document management, land and property management, finance, customer requests, asset management system and intranet.
- Demonstrated ability to create and publish online material, including moderation, writing and research.

- Strong interpersonal skills and ability to deal effectively with a customer base that will have varying levels of multimedia ability.
- Proven ability to build and maintain customer relationships with internal and external stakeholders, in particular social media communities, Business Units and Elected Members.
- Working knowledge of the Microsoft Office suite of desktop applications.
- Demonstrated understanding and enthusiasm for the direction of the City and the organisation.
- Demonstrated behaviour consistent with the organisational values.

Knowledge

- Extensive knowledge of Council's operations and procedures.
- Significant knowledge and understanding in the discipline of social media and multimedia constructs.
- Understanding of marketing principles and concepts and the implementation of plans and strategies.
- Knowledge of social media and web practices.
- Knowledge of modern multimedia technology, techniques and trends.
- Understanding of communications and customer experience.

Experience

- Significant experience in delivering a high standard of customer service within a team environment.
- Experience in the use, management, and best practice of web and social media applications.

Qualifications & Requirements

A tertiary qualification in customer service, social media, communications, marketing or a related field and/or commensurate demonstrated experience in lieu of formal qualifications.

Car License.

Desirable

Essential