

Job Description

The following corporate values and behaviours underpin the working environment at Campbelltown Council and assist us in delivering our vision:

Respect, Integrity, Teamwork, Leadership, Customer Focus

- 1. Job Title** Online Communications Officer
- 2. Reports to** Team Leader Communications
- 3. Classification** Level 4
- 4. Department/Section** Community Connections/Customer Experience
- 5. Objective(s)**

Effectively assist with the planning and delivery of Council communications by:

- Developing engaging communications activities that enhance Council's image and connection with the Community
- Promoting Council's profile, programs, services and initiatives
- Protecting Council's reputation through clear, consistent and proactive communication.

6. Job Requirements

6.1 Skills/Knowledge

- Ability to utilise content management systems to effectively maintain and improve websites (Squiz Content Management System preferred).
- Ability to write community-friendly content for a range of social media sites, websites and publications.
- Highly developed interpersonal and customer management skills.
- Ability to set priorities reflecting Council and customer needs.
- High-level written, verbal and visual communication skills, including the ability to proof, edit and self-correct written material.
- Effective time management and organisational skills to prioritise, negotiate, and meet deadlines while managing multiple projects and conflicting demands.
- Ability to work both independently with limited direction and collaboratively within a team.
- The ability to build and maintain relationships with internal clients, external contractors and other relevant parties.

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- Sound problem-solving and task management skills.
 - High-level keyboard and computer literacy skills.

6.2 *Experience and/or Qualifications*

Essential

- Experience in the management and administration of corporate social media channels.
- Knowledge of paid social advertising and campaign management.
- Experience with corporate website administration and maintenance.
- Experience writing, formatting, and sending e-newsletters using Mailchimp or similar.
- Experience in customer service provision.
- Diploma or higher in a communications or marketing discipline or equivalent relevant experience.

Desirable

- Experience writing HTML and CSS.
- Experience with Squiz Content Management System.
- Experience with Brandwatch social media management system or similar.
- Experience using Adobe Creative Suite, particularly Photoshop and InDesign.
- Experience working within a brand style guide.
- Experience with photo and multimedia editing.
- Previous experience in Local Government.
- A current driver's licence.

7. Key Responsibilities

- Drafting, editing and distribution of content for Council publications, including (but not limited to) websites, social media, Snippets, and Campbelltown Catch Up e-newsletters.
- Provide support to departments and project teams to identify communications opportunities, assess, and implement them across Council's communication channels.
- Assist with the management of Council's key messaging and response to communications matters to ensure that Council's reputation is protected.

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- Assist with the maintenance and improvement of Council's photo management system, My Local Services mobile app and Council's on-hold telephone message.
 - Assist with the maintenance and continuous improvement of Council's websites to provide a comprehensive range of accurate and relevant online information and functionality.
 - Create and schedule content for Council's social media channels.
 - Assist with the scheduling of Council's street banner and corflute promotion.
 - Undertake other duties as required.

8. Organisational Relationships

- Responsible to: Team Leader Communications.
- Other Stakeholders: Executive Management Team; Managers; other Council staff; Elected Members; consultants; government organisations; and members of the public.

9. Performance/Skill Standards

- Respect: Show tolerance and acceptance of others. Show care and consideration for team members and customers. Value others and their contribution.
- Integrity: Act honestly and ethically in all dealings. Be open and transparent in decision-making. Represent the Council in a professional way and be accountable for your own work and decisions.
- Teamwork: Collaborate and cooperate with team members. Share knowledge and information. Share goals and responsibility.
- Leadership: Lead by example. Give clear directions. Be engaging and inspiring. Be goal-oriented and innovative. Be adaptable and flexible.
- Customer Focus: Provide a professional and positive experience to both internal and external customers. Make our customers feel welcome by being friendly and patient. Listen to and show empathy for the needs of all customers. Provide accurate information and follow through on enquiries.

10. Special Conditions

- Some out-of-hours work is occasionally required.

11. Work Health Safety

In relation to WHS (Work Health Safety), workers are responsible and accountable for:

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- Taking reasonable care for their own health and safety.
 - Taking reasonable care that their acts or omissions do not adversely affect the health and safety of other persons.
 - Complying, so far as the worker is reasonably able, with any reasonable instruction that is given by the person conducting the business or undertaking to allow the person to comply with the WHS Act.
 - Cooperate with any reasonable policy or procedure of the person conducting the business or undertaking relating to health or safety at the workplace that has been notified to workers.
 - Complying with Council's WHS and Return to Work Program Policy and Procedures, which includes taking reasonable care to protect the health and safety of both themselves and others in the workplace.
 - Participating in activities associated with the management of workplace health and safety, including training.
 - Identifying and reporting health and safety risks, accidents, incidents, injuries, property damage and mishaps at the workplace.
 - Correctly using all appropriate equipment provided and adhering to instructions issued to protect the health and safety of the staff member and others in the workplace.

12. Council Policies, Procedures and relevant Legislation

- Comply with Council's Risk Management Policy and Risk Management Framework to protect the interests of residents and the general public.
- Understand and comply with Council's policies and procedures at all times (including but not limited to Equal Employment Opportunity, Code of Conduct for Employees, etc).
- The incumbent is responsible and accountable for adequately managing the official records they create and received according to relevant legislation, policies and procedures.

13. Continuous Improvement Initiatives

- Commitment and contribution to Council's Continuous Improvement Initiatives.

14. Confidentiality Clause

Security and confidentiality is a matter of concern for all persons who have access to information systems. Each person accessing City of Campbelltown documents and resources holds a position of trust relative to this information and must recognise the

responsibilities entrusted in preserving the security and confidentiality of this information. Therefore, all persons who are authorised to create or access documents and resources must read and comply with the following standard.

- Respect the privacy and rules governing the use of any information accessible through the information management system or network and only utilise information necessary for the performance of my work duties.
- Respect the procedures established to manage the use of the information management and systems.
- Not seek personal benefit or permit others to benefit personally by any confidential information or use of equipment available through my job position.
- Not access, exhibit or divulge the contents of any records or report except to fulfill work duties.
- Not knowingly include or cause to be included, or exclude or cause to be excluded, in any records or report, an inaccurate or misleading entry.
- Ensure that documents and resources accessed through the information management system containing sensitive and/or confidential employee information will only be disclosed to those authorised to receive it.
- Not release my logon or password to anyone else, or allow anyone else to access or alter information under my identity.
- Understand that all access to the system will be audited regularly.

Persons breaching this standard either during or after serving as an employee of the City of Campbelltown, may be subject to penalties, including disciplinary action and dismissal.

By signing this, I agree that I have read, understand and will comply with these requirements.

Name of Occupant:..... Date Appointed:.....

Occupant Signature:

Manager Name:..... Date:.....

Manager Signature: