



POSITION DESCRIPTION

Position Title:	Digital Communications Advisor		
Classification:	Band 6	Status	Full time
Group:	Corporate Services	Business Unit:	Communications and Engagement
Reports to:	Team Leader Digital Communications		
Direct Reports:	None	Date:	October 2025

ORGANISATIONAL CONTEXT

Cardinia Shire Council is committed to building a sustainable shire for present and future generations to enjoy. Council plays an important role in contributing to life in our community. We provide services which supports the wellbeing of our residents now and into the future.

To deliver on our commitment, we are developing a skilled and professional workforce that embraces our organisational culture, values, and demonstrates key leadership capabilities. Our culture is defined by working together, working differently, and working for the future. We value teamwork, respect, accountability, communication, and customer focus. These values underpin our work and our behaviours ensuring we deliver on the Council's vision while maintaining a healthy, engaging, and inclusive workplace.

POSITION OBJECTIVES

The Digital Communications Advisor supports the management of Council's social media channels and website to enhance Cardinia's digital presence and engagement with our community, and to raise awareness about the range of services and facilities Council provides.

KEY RESPONSIBILITIES AND DUTIES

Key responsibilities include, but are not limited to:

- Provide support for the effective operation and administration of Council's website and social media channels, including Facebook, LinkedIn and Instagram
- Establish and coordinate a content calendar to assist in the strategic planning of social media activities.
- Create, curate and manage content to effectively engage audiences and communicate key messages about Council, its services, facilities and initiatives through a range of channels including social media, website, video and other multi-media.
- Coordinate advertising activities through Council's social media channels
- Monitor and respond to social media comments, and use analytics and data to evaluate and enhance communication activities and monitor community sentiment.

- Support the development and production of creative and engaging communication materials to inform staff about key organisational messages and activities where required.
- Provide advice to internal business units on best practice digital communications, including guidance on tone, messaging and most appropriate communication channels
- Ensure content complies with accessibility standards and Council's brand guidelines
- Liaise with external contractors including videographers, photographers and graphic designers to support the production of digital communication materials
- Stay up to date with digital trends, tools and best practices to continuously improve Council's online presence
- Attend events including project launches, ministerial visits and other media opportunities, capturing footage through videography and photography, where required.
- Provide support at community engagement activities where required.
- Assist in crisis communications as required, ensuring timely and accurate messaging

POLICY AND PROCEDURE COMPLIANCE

- Adhere to (and promote) HR, IT, OH&S/Risk Management policies, procedures and practices.
- Demonstrate understanding and accountability for record keeping policy including the accuracy and capture of data, the sensitivities involved and the release and destruction of documents.

OCCUPATIONAL HEALTH & SAFETY RESPONSIBILITIES

- Take reasonable care for the health and safety of yourself and others in the workplace, ensuring we provide and maintain a working environment that is safe and without risk to the health of employees, contractors, visitors and the general public, as far as is reasonably practicable.
- Ensure all legislative and regulatory responsibilities are addressed and met in relation to occupational health and safety.
- Responsible for ongoing consultation with employees, employee health and safety representatives and supervisors to identify and eliminate hazards and risks in the workplace.
- Ensure hazards, incidents, near misses and injuries are reported immediately and recorded within the appropriate system.
- Actively participate in the planning and execution of Return-to-Work plans as required.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Act in accordance with position objectives, with regular reporting to ensure adherence to position goals and objectives.
- Making operational decisions within the scope of work allocated.
- Accountability for the quality, accuracy and effectiveness of work produced.
- Formal input into policy development within their area of expertise and/or management.
- In positions where the prime responsibility is for resource management, the freedom to act is governed by policies, objectives and/or budgets, with a regular reporting mechanism to ensure achievement of goals and objectives.
- In positions where the prime responsibility is to provide specialist advice to clients or to regulate clients, the freedom to act is subject to regulations and policies and regular supervision. The effect on individual clients of decisions and actions may be significant but is usually subject to appeal or review by more senior employees.

JUDGMENT AND DECISION MAKING

- Operate in a specialised environment with methods, procedures and processes developed from theory or precedent.

- Problem solving may involve the application of these techniques to new situations.
- The work may involve improving and/or developing methods and techniques generally based on previous experience.
- Exercise judgement, considering operational requirements, utilising existing policies and procedures, relevant legislation and the Enterprise Agreement to make decisions, with review from more senior employees.
- Work involves the application of improvement suggestions, recommendations and problem solving.
- Guidance and advice is usually available however, the incumbent must display significant independent ability and knowledge when making decisions.

SPECIALIST KNOWLEDGE AND SKILLS

- Proficiency in the application of a theoretical or scientific discipline including the underlying principles as distinct from practices.
- Where applicable, experience in managing and delivering employee lifecycle support and initiatives.
- Demonstrate initiative in managing work outcomes, opportunities, and challenges.
- Demonstrate specialised analytical and problem-solving skills to continuously improve the customer experience whilst utilising council resources efficiently.
- An understanding of the long-term goals of the wider organisation and of its values and aspirations and of the legal and political context in which it operates.
- Possess a working knowledge of systems and protective factors around keeping children and young people safe including child first and child protection reporting/services including Child Safe Standards.
- Capable of producing sound and confident decisions and solutions within critical timelines.
- Manage business unit operational budget within set parameters and delegation of authority.
- Data analysis and report writing, with a strong attention to detail.

INTERPERSONAL SKILLS

- Ability to gain cooperation and assistance from clients, members of the public, other employees in the administration of well-defined activities and in the supervision of other employees where appropriate.
- Ability to liaise with counterparts in other organisations to discuss specialist matters and within the organisation to resolve intra-organisational problems.
- Demonstrate self-awareness and a commitment to personal growth.
- Display resilience and agility in a changing work environment.
- Possess excellent communication (written and verbal) and interpersonal skills with the ability to clearly articulate and present information as required.
- Proven ability to build and maintain productive and respectful relationships and partnerships.
- Ability to work effectively as part of team to deliver positive organisational outcomes.
- Proven ability to maintain high levels of confidentiality.
- Effective customer service skills, with a strong desire to provide helpful and accurate advice and assistance to staff.

MANAGEMENT SKILLS

- Ability to make independent decisions, good judgement and work with autonomy, initiative, and minimum supervision.
- Managing time, setting priorities, planning and organising own work and where appropriate other employees, so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Contribute to a collaborative and innovative values-based culture.
- Foster innovation and make suggestions to improve work practises and processes.

QUALIFICATIONS AND EXPERIENCE

- Degree or Diploma in Communications, Journalism or Marketing, with several years subsequent relevant experience OR lesser formal qualifications and extensive experience
- A current Victorian drivers licence.

KEY SELECTION CRITERIA

- Demonstrated experience in the operation and administration of websites and social media channels including Facebook, LinkedIn and Instagram
- Ability to engage audiences and communicate key messages through a range of channels including social media, websites, video and other multi-media
- Communication, negotiation and interpersonal skills with the ability to clearly articulate and present information as required.
- Understanding of emerging trends to ensure recommendations made by this position influence the outcomes for our community and organisation now and into the future.
- Able to work with minimum supervision and make sound decisions based on experience and good judgement.
- Knowledge and experience of policies, procedures and relevant acts and regulations including privacy, information management and social media.
- Ability to deal effectively, diplomatically and confidentially with enquiries and concerns.

CONDITIONS OF EMPLOYMENT

Terms and conditions of employment are in accordance with the Cardinia Shire Council Enterprise Agreement 2024 and Cardinia's policies and procedures.

Tenure This is a full time ongoing position.

Pre-employment checks All appointments are subject to a National Police Record Check, pre-employment medical check, and a six-month probationary period (new employees only). Certain positions may also require a Financial Background Check, Traffic Check or Working with Children Check.