

JOB DESCRIPTION FORM

SECTION 1: OFFICE IDENTIFICATION

Organisation: CPSU/CSA
Division: Communications and Engagement

Effective Date of Document: 17 November 2022	
Classification: Level 4/5	Office No: 00007
Title: Digital Engagement Specialist	
Salaries Agreement/Award: CPSU/CSA Staff Agreement 2020	

SECTION 2: REPORTING RELATIONSHIPS

Title: Coordinator, Communications and Engagement

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Responsible to

This Office

Other Offices Reporting Directly to this Office: Title:
Database Database Administrator Customer Systems Administrator Business Analyst (0.5)
Communication and Engagement Member Engagement Specialist Communications Officer
Political and Media Engagement Governance and Policy Officer Media and Stakeholder Engagement Officer

Offices under direct responsibility:
No direct reports

SECTION 3: KEY RESPONSIBILITIES

The Digital Engagement Specialist is responsible for managing the organisation's online community and digital properties; creating and distributing valuable, relevant and engaging content to retain and activate existing members and attract prospective members; deploying and improving digital marketing and engagement practices and projects to achieve the organisation's strategic objectives.

SECTION 4: CONTEXT & SCOPE

Our Purpose Statement:

The CPSU/CSA is a union of members working to deliver public services in WA.

The purpose of our union is to develop the capacity and confidence of members to collectively build and maintain power in the workplace.

We exercise this power to win improved industrial and workplace rights, fairness and dignity. Strong union workplaces deliver better public services for WA.

CPSU/CSA Values:

Equity: we acknowledge imbalances of power within our society and seek for all people to be able to access the opportunities and support they need to reach their full potential and lead their lives with dignity.

Justice: we pursue fair and just treatment for people in and beyond the workplace.

Respect: we celebrate diversity, genuinely listen to each individual voice, and treat all people with respect and dignity.

Solidarity: we support and stand with others in their struggle for justice.

Integrity: we act with transparency and accountability and always in the interests of members.

Theory of Union:

If we organise and mobilise members to build action at scale and align workers and community interests, we will pressure the government to improve public sector jobs and service delivery.

"Organised members" = distributed leadership, self-sufficient workplaces, active and engaged.

Section 5 - STATEMENT OF DUTIES

Date: 17 Nov 2022

Title: Digital Engagement Specialist	Classification: Level 4/5	Office No: 00007
Level 4 At Level 4 the Digital Engagement Specialist is capable of operating independently on key tasks, with some supervision and guidance in undertaking the higher level duties of the position under the direction and supervision of the Coordinator, Communications and Engagement.	Level 5 At Level 5 the Digital Engagement Specialist operates with minimal supervision and a high degree of independence in undertaking the duties of the position. At Level 5 the role holder is capable of driving end-to-end delivery of key projects with support and strategic advice from the Coordinator, Communications and Engagement.	
Collaborates with the Digital Engagement Specialist, and other members of the Communications and Engagement team, as required.	Collaborates with the Digital Engagement Specialist, and other members of the Communications and Engagement team, as required.	
Investigates with staff, membership and stakeholders to develop content for various digital platforms that engage members and potentials under the direction and guidance of the Coordinator, Communications and Engagement.	Proactively investigates with staff, membership, and stakeholders to develop content for various digital platforms that engage members and potentials.	
Produces social media and digital marketing content under the direction and advice of the Coordinator, Communications and Engagement.	Proactively produces integrated digital content marketing strategies; calendars and schedules; best practice moderation of platforms and guidelines for usage as required with the oversight of the Coordinator, Communications and Engagement.	
Maintains and monitors content schedules and moderates digital platforms under the direction and advice of the Coordinator, Communications and Engagement.		
Assists the Coordinator to research, edit and revise best practice guidelines for digital content production and usage.		
Drafts and edits content and copy for publication across the organisation's digital platforms including, but not limited to the website, social media platforms, and integrated marketing channels, with the support of the Member Engagement Specialist.	Writes content and copy for publication across the organisation's digital platforms including, but not limited to the website, social media platforms, integrated marketing channels etc. to create engaging content that increases member and stakeholder engagement.	

Statement of Duties Continued. Level 4	Level 5
Under the direction and guidance of the Coordinator, Communications and Engagement, maintains and administers the organisation's website and digital properties, with the support of the Member Engagement Specialist.	Maintains, administers, and improves the design of (UX/UI), integration and member engagement with the organisation's website and digital properties, with the support of the Member Engagement Specialist and under the guidance of the Coordinator, Communications and Engagement.
Maintains and monitors analytics platforms; provides monthly reports on digital content implementation, website traffic and behaviour through Google Analytics.	Provides monthly reports on engagement and efficacy of digital content implementation; maintains, monitors, reports and delivers continuous improvement of website and property analytics through Google Analytics.
Maintains organisation's SEO/SEM needs on digital platforms including but not limited to Meta and Google, to improve reach and engagement.	Manages budget for and implementation of organisation's SEO/SEM needs on digital platforms including but not limited to Meta and Google, to improve reach and engagement.
Provides materials for and assistance at key union events including press conferences, union actions and seminars/conferences.	Proactively works with other teams across the union to improve engagement in key union events including press conferences, union actions and seminars/conferences.
Monitors and administers project management platforms, performs routine data integrity and administrative tasks.	Proactively monitors, triages and implements project management practices to streamline and improve data integrity, member engagement, project management and administration.
Tests, implements and utilises emergent tools and technologies to improve recruitment, retention and engagement across our membership.	Investigates and recommends emergent tools and technologies to the Coordinator, Communications and Engagement to improve recruitment, retention and engagement across our membership.

SECTION 6: SELECTION CRITERIA

Date: 17 Nov 2022

Classification:
Level 4/5

Office No:
00007

Level 4 ESSENTIAL

- Working towards and/or studying a tertiary qualification in communications, marketing or a related field
- Previous experience in a similar role which demonstrates an ability to prepare and write content for digital media and pursue tactics that prioritise member engagement
- Understanding of using content analysis to drive results
- Working understanding of SEO practice and strategy
- Experience deploying digital engagement strategies, including experiencing writing for HTML5, CSS and various CMS platforms
- Up-to-date understanding of digital best practice and trends
- Strong communication and people skills; with an ability to work independently and part of a team
- Excellent time management skills, with an ability to work independently and part of a team

Level 5 ESSENTIAL

- Tertiary qualification in communications, marketing or a related field.
- At least 4 years of post-tertiary experience in a similar role which demonstrates an ability to prepare and write content for digital media; manage online environments; coordinate relationships with stakeholders and members in an online community/social media.
- Demonstrated content analysis execution and experience
- Demonstrated management, execution and creation of SEO strategy
- Demonstrated experience developing and deploying coordinated digital engagement strategies
- Demonstrated HTML5, CSS and CMS experience including delivering end-to-end website and digital property integration and project management
- An in-depth, up-to-date knowledge of digital best practice and advancements
- Excellent time management skills, with an ability to work independently and part of a team

DESIRABLE (at both levels)

- Experience using video edition software and producing video and animation used for digital media; including video and photography skills
- Understanding of and commitment to core union values.
- Background in the public sector or membership-based organisations
- Understanding of the structure and makeup of the Western Australian Public Sector