

Position Description



Job Details

Job Title:	Digital Communications Officer
Reports to:	Communications and Marketing Coordinator
Directorate:	City Assets
Position Number:	CS0047
Grade:	6
Date:	June 2024
Objective Doc Ref:	A2959881

Position Purpose/Job Summary

The Digital Communications Officer is responsible for developing and implementing a range of strategies relating to Council's online presence. This includes delivering the content and direction for Council's digital communications and marketing activities, specifically on social media channels and the website.

The Digital Communications Officer collaborates with other team members to deliver online information which complements a range of other communications and marketing activities. The position also works with other divisions of Council to ensure a consistent and coordinated approach to online information.

The position plays a key role in the Communications and Marketing Team, helping the department fulfil its mission to:

- inform and engage with the local community and encourage participation
- build and protect Council's reputation, and that of Fairfield City.

Key accountabilities

Objectives of the role include:

- promoting Council's achievements, services, and activities to both the local and broader community
- highlighting the achievement of Council's corporate goals, as set out in the Delivery Program
- promoting Council as an efficient and effective organisation.

Selection Criteria - Knowledge, Skills, Qualifications and Experience required

Essential

Knowledge:

Selection Criteria - Knowledge, Skills, Qualifications and Experience required

- Demonstrated knowledge and experience developing content across a wide range of digital channels including social media and web
- Demonstrated digital literacy – proficiency in CMS, social media marketing and management tools, and email marketing platforms and services
- Demonstrated knowledge of online communications and marketing trends
- Demonstrated experience in video production
- Demonstrated knowledge of online audience engagement trends
- Demonstrated interest in current affairs and politics
- Demonstrated knowledge of other (non-digital) communications and marketing tools and approaches.

Skills

- Ability to think creatively and collaboratively, and continuously innovate experimenting with new solutions
- Ability to develop, create, repurpose, and edit digital content
- Implement digital communications campaigns across a variety of channels such as Facebook, Instagram, LinkedIn, YouTube, and TikTok
- Ability to analyse campaign analytics/data and provide insights on performance
- Excellent oral and written communication skills
- Ability to maintain and enhance online corporate branding requirements
- Ability to work in an environment with constantly changing priorities and competing demands
- Ability to support other communications and marketing activities as needed
- Ability to build and maintain effective working relationships with other divisions of Council and external stakeholders
- Ability to demonstrate discretion, sensitivity, and political awareness in a highly political environment
- Effective consultation, problem solving, time management and project management skills
- Ability to work autonomously while also working in a team-based environment that is outcomes focused.

Experience

- Advanced experience with LinkedIn, Facebook, Instagram, and YouTube platforms, including scheduling content and reporting on post-campaign analytics
- Advanced videography skills (shooting with an iPhone) and editing using an iPhone or Adobe Creative Suite – Premiere Pro and After Effects
- Writing proficiency and adapting writing skills to diverse audiences (aged, youth, CALD)
- Demonstrated experience with digital content creation including SEO content requirements

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Selection Criteria - Knowledge, Skills, Qualifications and Experience required

- Experience in monitoring and evaluating digital communications activities
- Experience in preparing and delivering communications and marketing strategies
- Self-reliance in essential office computer applications (Microsoft Office programs, internet, email).

Qualifications

- Bachelor of Communication degree or similar (journalism, public relations), or equivalent industry experience
- Current NSW driver licence and car.

Desirable:

Knowledge

- Cultural sensitivity and an understanding of the unique communications challenges when operating in a diverse community
- Understanding Web Content Accessibility Guidelines (WCAG) 2.0
- Sound understanding of HTML.

Skills

- Proficiency in Open Cities CMS, Hootsuite, Campaign Monitor, and Adobe Creative Suite
- Photography skills, including use of digital SLR camera.

Experience

- Experience in a political environment
- Experience in a non-digital communications role
- Experience dealing with digital crisis management.

Key Accountabilities - Position Specific

Social media

- Maintain and enhance Council's social media presence across different platforms
- Work with other team members to deliver targeted and engaging social media content which reflects Council's broad range of services and programs
- Stay up to date on social media trends and plan for upcoming opportunities
- Ensure all social media activities are in line with Council's Social Media Policy
- Ensure appropriate messaging and issues management for all online Council content
- Monitor all corporate social media platforms, including those managed by other divisions
- Monitor public comments, questions and feedback on social media sites and coordinate appropriate responses as required

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- Produce regular analytics data to assess usage and trends and evaluate options for improved approaches.

Website content management and staff intranet

- Assist with coordination of website content (written, visual and structural)
- Work with other team members to ensure appropriate and timely content for communications and marketing programs and strategies
- Work with other divisions to deliver relevant and targeted website content for Council
- Ensure appropriate messaging and issues management for all online Council content
- Contribute articles to Council staff intranet.

Email newsletters

- Plan for and write the e-newsletter content in collaboration with other communications and marketing team members
- Build the fortnightly City Connect email newsletter and send to subscribers using an email marketing platform
- Produce regular analytics data to assess usage and trends and evaluate options for improved approaches.

Video production

- Produce in-house videos promoting Council projects, events, and programs
- Provide advice to other team members and operational staff on video content, format and editing for use on Council's website, social media channels and other online platforms
- Stay up to date with video trends and advise team members on improved approaches.

Communications and marketing campaigns

- Provide advice on digital approaches and contribute to communications and marketing campaigns for key Council projects, events, and programs in consultation with other team members and operational staff
- Implement online digital strategies to support communications and marketing campaigns for Council projects and programs
- Evaluate and report on the outcomes of digital campaigns.

Other communications and marketing activities

- Provide support to other team members for a range of communications and marketing activities as needed
- Work with other divisions on relevant communications and marketing materials where required
- Work with other team members to support the mayor in relation to online communications and marketing materials relating to council projects, events, and programs.

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Corporate branding

- Ensure all online communications and marketing activities meet Council's corporate Style Guide and Brand Guidelines
- Provide advice to operational staff on compliance with corporate style and branding issues
- Work with graphic designers to deliver communications and marketing materials which reflect a strong corporate image for Council.

After hours work

Attend after hours Council events during evenings and weekends as required. This will be on a rotational basis along with other Communications Officers and will follow consultation with the Manager Communications and Marketing.

Key Accountabilities - Core

1. Use Corporate IT Applications/Systems, ensuring compliance with Council standards and policies, to facilitate achievement of required outcomes
2. Comply with the requirements of Council's Work Health Safety Management System (WHSMS) and fulfil relevant WHS responsibilities as per WHS-01.1.1 Responsibilities, Authority and Accountability Guideline whilst employed by or acting on behalf of the Council
3. Comply with the reasonable requests and directions of management whilst employed by or acting on behalf of the Council. This includes undertaking other tasks or duties that may be allocated from time to time
4. Comply with Council's Code of Conduct, policy and procedures whilst employed by or acting on behalf of Council
5. All employees are required to treat colleagues and customers with respect and professionalism without regard to non-relevant criteria or distinctions, as well as report any suspected case of discrimination or harassment that they witness. This requirement is in accordance with Fairfield City Council's Values and commitment to equal employment opportunity and a workplace free of discrimination and harassment.

Reporting Relationships

Direct: Nil

No. of Indirect: Nil

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Key Relationships	
1 Internal	
Communicating with	Nature of Communication
Coordinator Communications and Marketing	Daily liaison to ensure appropriate and ongoing online communications activities on current and upcoming issues
Manager Communications and Marketing	Daily liaison to ensure appropriate strategic messaging, approaches, and appropriate signoffs
Communications and Marketing Team members	Daily liaison with the team to ensure activities are effectively coordinated and mutual support and assistance is provided as needed
Mayor	Provide support to the mayor in consultation with the Manager and Coordinator Communications and Marketing to produce videos and social media posts as required
Mayor's EA and General Manager's EA	For liaison regarding the Executive Office diaries
All staff as needed	Liaison with staff across all levels of the organisation to advise on a range of digital communications and marketing activities.
Key Relationships	
2 External	
Communicating with	Nature of Communication
Various online platforms	Mostly for technical support
Community	Responses to enquiries and requests for information in consultation with the Manager Communications and Marketing.

Decision Making Authority and Accountability
<ul style="list-style-type: none"> • The General Manager authorises you to take the actions required to make your workplace safe and to fulfil your WHS responsibilities in WHS-01.1.1 • The position has the autonomy to prioritise daily workloads to ensure the efficient coordination of activities • The position takes into consideration information gathered, needs of customers, users, and

stakeholders in determining and implementing appropriate solutions and actions

- The position is guided in its decision making by relevant Council policies, legislation, procedures and other relevant guidelines and regulations to ensure that information provided is relevant and current
- The position makes decisions within the delegated area of accountability
- The position refers matters that are highly technical or complex, or where customers are not satisfied, to a senior officer or manager for resolution.

The Digital Communications Officer may be required to make on-the-spot decisions throughout each day on matters that have the potential to have a significant impact on the reputation and image of Council and Fairfield City. This is particularly in relation to strategic online information. These decisions will be made in consultation with the Manager and Coordinator Communications and Marketing.

The Digital Communications Officer is accountable for the decisions made and must therefore rely on their professional judgement and experience to determine which decisions to make independently and on which decisions to consult with the Manager Communications and Marketing.

The Digital Communications Officer must exercise judgement in relation to areas such as:

- the development and implementation of communications strategies for the benefit of the organisation and the local community
- advising on what information to release via social media and other online platforms in the interests of Council and the community
- identifying potential opportunities, issues and challenges affecting Council and the community and developing effective solutions to respond to these
- recommending advice to the Manager and Coordinator Communications and Marketing on digital media issues and opportunities and on all matters that could impact on Council's image and reputation
- reviewing design work for printed material which need an eye for detail and adherence to Council's corporate style guide assisting in the development of strategic e-business opportunities that align to Council's Management Plan and corporate goals.

Problem Solving

Types of challenges:

- Complex political environment
- Constantly shifting priorities and multiple client demands
- Constant deadlines
- Heavy and unpredictable workload
- Communicating with a diverse community
- Responsible for a broad range of communications functions
- Negative media and community perceptions/stereotypes of Western Sydney and Fairfield City
- Physical proximity from metropolitan media offices (Fairfield City often considered too far away from Central Sydney to send journalists or crews and return to their offices in

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time to meet hourly or daily deadlines).

How challenges are addressed:

- Analytical thinking and use of political judgement, experience, and expertise
- A flexible approach to work plans, enabling regular re-prioritisation of tasks
- Effective time management
- Managing the timeframes and expectations of internal and external stakeholders
- Working to understand what stakeholders need and why
- Effective digital strategies highlighting to the local and broader community the positive aspects of Fairfield City to counterbalance negative stereotypes and raise awareness.

Constraints:

- Conflicting political agendas
- Resource management and time allocation to address multiple client expectations.

Competencies

Performance in this role is also assessed on 'how' staff achieve their goals, based on the same behavioural expectations for all staff. An individual Work Plan, based on your position description will be established in partnership with your supervisor. Your supervisor will meet with you on a regular basis to ensure that you are performing as expected or assign some training to improve performance if needed.

Signature

Employee:	Signature	Date
Authorised by: (Manager)	Signature	Date