

WHITEHORSE CITY COUNCIL

Position description

Digital Content Officer	
Classification: Band 5	Effective Date: June 2024
Reports to: Website Lead	Tenure: Temporary full-time until 31 October 2024

About Us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and provide an excellent customer experience. We are a resilient organisation where everyone belongs.



CREATe - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

Collaboration

We work flexibly together to achieve outcomes and solve problems.

Respect

We actively listen, value diversity and care.

Excellence

We adapt, respond, learn and grow.

Accountability

We take responsibility and follow through on our promises.

Trust

We act with integrity and are empowered to make decisions.

City of Whitehorse is a culturally and linguistically diverse community. We are proud of the diversity of our workforce and recognise the strength this provides in meeting the needs of our community. We are committed to upholding a safe, inclusive and respectful workplace that values the contribution of all.



WHITEHORSE CITY COUNCIL

Position description

Whitehorse City Council is committed to being a child safe organisation. We recognise our responsibilities to keep children and young people safe from harm and have established policies, procedures and training to achieve these commitments.

Goal Statement

This position provides publishing support to channel leads on the website, intranet and social media platforms. The role will also produce quality web assets that enhance customer focussed outcomes aligned with Whitehorse's Digital Strategy implementation.

Key Responsibilities

Position Specific Responsibilities

- Engage with stakeholders and customers to promote the use of web technologies to maximise usage of Council websites
 - Maintain accurate, timely and relevant digital content in line with business and legislative requirements to enhance and maximise customer experience
 - Ensure alignment across web platforms with both the organisation's branding, policies and wider campaigns by working closely with the Strategic Marketing and Communications Department and stakeholders to devise elegant and effective digital content
 - Create and integrate content for web and social media channels
 - Produce internal and external communication artefacts covering Council activities, events, publications, newsletters, promotions and online use
 - Create and manage organisational digital asset register
 - Coordinate the production of accessible web content in line with WCAG 2.0 compliance
 - Generate, edit, publish and share regular content (original text, images, video, links) aligned to business needs and campaigns
 - Monitor competition and provide ideas to stand out
 - Stay abreast of emerging trends in digital and web technology and make recommendations on how these can enhance Council's communications
 - Report progress as appropriate
- Responsible for proactively maintaining positive relationships across the organisation, with specific focus on departments as agreed.

Corporate Responsibilities

- Adhere to all Corporate Policies, Procedures and the Organisational Goals and Values in the current Whitehorse City Council Collective Agreement.
- Understand and adhere to the Risk Management Policy (as it relates to the employees work area) and related procedures that are designed to minimise injury and/or loss to individuals, assets and equipment.

- Report any matters that may impact on the safety of Council employees or citizens, assets and equipment.

Accountability and Extent of Authority

Budget: Nil

Staff responsibility: Nil

Qualifications and Experience

Selection Criteria (Essential)

- Relevant tertiary qualification in Website development, Multimedia, Media, or Digital Transformation projects or relevant industry experience
- Previous experience in Website design and understanding of human-centered design
- Excellent consulting, writing, editing, presentation and communication skills
- Strong understanding of content management systems
- Strong portfolio of design projects
- Familiarity with interaction design and information architecture
- Experience with modern web technologies, languages and scripts
- Background in iterative design practices involving customers to enhance design decisions
- Demonstrated ability to work flexibly, effectively and cooperatively as part of a team in a demanding work environment
- High level of organisational skills and attention to detail

Technical skills

- Relevant technical skills in video production, photography and website maintenance and improvements
- Extensive knowledge of ICT trends, issues and opportunities particularly those related to digital, online and mobility services
- Excellent understanding of Web technologies, search engine optimisation (SEO), social media and marketing

Interpersonal

- The ability to build and maintain effective relationships including demonstrated experience and skills in liaison, negotiation and problem solving with staff at all levels
- Excellent writing, presentation and communication skills
- Strong customer service ethic and focus on service delivery
- Display a positive and professional attitude

Leadership:

- Influence successful outcomes with stakeholders

Notes and comments: (Include items applicable to this position)

May be required to work out of hours to support the website and intranet.

Shortlisted candidates may be required to attend a pre-employment medical examination.

A clear National Police check is essential and a driver's licence is desirable.

Interpersonal Skills

The incumbent liaises with staff at all levels within the organisation and is required to maintain professional relationships.

Application Requirements

- Satisfactory National (and International as applicable) Criminal History Check.
- Working with Children Check.
- A valid Victorian driver's licence.

Key Selection Criteria

1. Relevant tertiary qualification in website development, Multimedia, Media, or Digital Transformation projects or industry experience.
2. Strong understanding of current web technologies, platforms, tools, SEO, analytics and best practice
3. Extensive knowledge of web trends, issues and opportunities particularly those related to digital and online services
4. Excellent organisational and time management skills combined with highly developed written and oral communication skills

Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Kneeling/Squatting Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.			
Hand/Arm Movement Tasks involve use of hand/arms			
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.			
Standing Tasks involve standing in an upright position			
Reaching Tasks involve reaching above head, and above and equal to shoulder height			
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects			
Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another			

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body			
Keyboard Duties Tasks involve sitting at workstation and using computer.		x	
Satisfactory Vision Standard of vision required equal to that required for driver's licence			

Any other relevant comments: