

WHITEHORSE CITY COUNCIL

Position description

Job title: Multimedia Content Producer	
Classification: Band 6	Effective Date: 9 May 2023
Reports to: Lead Strategic Marketing & Brand	Tenure: Casual

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 to provide an excellent customer experience. We are a resilient organisation where everyone belongs.



Excellent Customer Experience and Service Delivery



Great Organisational Culture



Innovation and Continuous Improvement



Good Governance and Integrity



Long Term Financial Sustainability

We value:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. It is expected that all 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.

Goal Statement

The position will produce videos, photography and other multimedia content to communicate Council matters effectively with the Whitehorse community. The role will produce content promoted across digital channels. It will also contribute to photography for print.

Content production should be proportionate and tailored to the purpose, audience and channel. We are in a high volume, low budget environment, generally producing short pieces with high turnover. This role provides excellent opportunities for growth and professional development. There are opportunities to be creative, learn new skills and try new media and techniques.

The City of Whitehorse is a diverse municipality where 38+% of residents were born overseas, and one third from non-English speaking countries. In Box Hill, 28% of residents were born in China.

It is important that Council communications take account of the diverse information needs of our community. Clear visual communications products play an important part in this.

Key Responsibilities

Position Specific Responsibilities

- Create quality, engaging content for web and social media channels. Depending on your expertise and what's appropriate for the task, the content may include photography, videography, motion graphics, animation, gifs, web and EDM banners, social media content or other visual media.
- Undertake pre-production tasks including inspecting locations, booking venues and securing permits, coordinating talent and written consents and releases and organising audio or other additional equipment.
- Editing, seeking approvals and coordinating post-production including voice overs, captioning and upload.
- Create content that is proportionate to its lifespan and the channels by which it will be consumed.
- Produce content that promotes Councils services, events or facilities, seeks behavioural change or calls on the community to participate in consultations or decision making.
- Provide advice in campaign planning and produce content that is part of aligned, integrated campaigns across channels.
- Ensure appropriate digital asset storage, curation, management and cataloguing, and good records are kept.

- Ensure content creation follows principles of universal accessibility, and particularly compliance with WCAG 2.1 Level AA standard.
- Take care of Council equipment, organise repairs or maintenance and make recommendations for future purchases well in advance.
- Maintain positive working relationships across the organisation. Contribute to the Strategic Marketing and Communications department's reputation for expertise and excellent service.

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.
- Ensure appropriate care and use of assets and equipment.

Authority

Budget: Nil

Staff responsibility: The position may have responsibility leading and mentoring junior staff, even if not direct reports.

Decision Making:

The Multimedia Content Producer is a specialist professional role, expected to exercise sound judgement and decision making on a range of Strategic Marketing and Communications initiatives. Concepts and marketing materials are usually subject to one or more levels of approval. Coordination and cooperation is important between the SMC department and internal clients.

Key Relationships

The position will liaise with staff at all levels within the organisation. Maintain collegial and collaborative relationships with internal clients. Work collaboratively with SMC colleagues on shared projects.

Skills and Attributes

Qualifications/Certificates/Licences and Experience

- Relevant tertiary qualification and/or professional experience in Graphic Design, Photography, Videography, Cinematography, Animation, Multimedia, Data Visualisation, Advertising or a related discipline.
- A valid Victorian driver's licence.
- Satisfactory National Criminal History Check.
- Working with Children Check.

Technology

- Technical skills across one or more of videography, photography, motion graphics and animation.
- Advanced skills across the Adobe Creative Suite, including After Effects.
- Strong understanding of trends in how people engage with visual content on social media and mobile devices.
- Advanced skills in MS Word, PowerPoint, Publisher and Outlook.
- Use of workflow or project management software such as Asana.

Interpersonal

- The ability to build and maintain effective relationships with colleagues, including a constructive approach to problem solving.
- Strong customer service ethic and focus on service delivery.
- A commitment to making a positive contribution to team morale and productivity.
- Strong verbal and written English language skills and attention to detail.
- Ability to communicate technical and strategic advice in an accessible, professional way.
- Ability to make video and photographic subjects feel comfortable and supported

Leadership/management:

- Well-developed organisation skills and the ability to manage high volume workload.
- Demonstrated ability to coordinate with others to sequence work and ensure the whole project is completed on time, with efficient use of resources.
- Sound judgment in providing advice about proportionate use of resources on a given project.

Other Attributes that will be highly regarded:

- Experience in local government
- Experience with human-centred design principles
- Use of data visualisation software or well developed skills in turning raw data into compelling and accurate charts, infographics, or other visual forms

Key Selection Criteria

- Qualifications, experience and technical skills
- Organisation skills and efficiency
- Conceptual, analytical and creative skills
- Interpersonal and communications skills

Notes and comments:

- Evening or weekend work may be required to film or photograph community events.
- Shortlisted candidates will be interviewed and may be asked to complete a task as part of the assessment process
- Shortlisted candidates may be required to attend a pre-employment medical examination
- Council has a flexible work policy providing for a range of flexible work options to be negotiated

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.	Bending to take photos from particular angles	Rarely	
Hand/Arm Movement Tasks involve use of hand/arms	Flexible use of video and still camera, though a tripod will be used often. Set up camera.	3-4 times per week	
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.	Bending in order to use camera on tripod.	2-3 times per week.	
Standing Tasks involve standing in an upright position	While filming, including use of a drone	For an hour or two, several times a week.	
Reaching Tasks involve reaching above head, and above and equal to shoulder height	N/a	N/A	
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects	Carrying modest camera equipment and tripod short distances, but may be over uneven surfaces	1-2 times per week.	
Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another	Carrying modest camera equipment and tripod short distances, but may be over uneven surfaces	1-2 times per week.	

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	N/A	N/A	
Keyboard Duties Tasks involve sitting at workstation and using computer.	Considerable time spent editing photos and footage	4-6 hours per day.	
Satisfactory Vision Standard of vision required equal to that required for driver's licence	Yes. Need to be able to drive to locations. Also need good vision for photography and videography including colour distinction.	All the time.	

Any other relevant comments: