

POSITION DESCRIPTION

POSITION	POSITION NUMBER
Digital Content Producer (Website)	2711
CLASSIFICATION	ANZSCO CODE
Band 6	232413
DEPARTMENT	DIVISION
Communications and Design	Office of the CEO
AGREEMENT	LOCATION
Ballarat City Council Enterprise Agreement No. 8, 2019	Town Hall

Position Objectives

The Incumbent is required to pursue the division's goals through effective team work within the division and with colleagues in other divisions to provide and coordinate a range of digital communications solutions in line with related strategies and plans including:

- The preparation and timely publishing of engaging content in current and future media channels.
- The design and implementation of strategic communications plans with a particular focus on digital channels.
- Providing support in other communications and engagement activities.

Key Responsibility Areas

- Research, prepare and publish concise and timely content for Council's internal and external websites.
- Provide strategic advice and guidance to other web content authors and edit content to ensure readability and accessibility.
- Identify and implement opportunities for new online communications according to industry trends and evaluation of data.
- Provide oversight of, and continuous improvement to, Council's websites and deliver training and guidance to content authors.
- Provide practical advice and support to senior management and business units across the organisation about website strategy, tools, content, monitoring and insights.
- Analyse and report on web usage and use this analysis to guide content development and updates; work with teams using this data to ensure content is meeting the needs of the community.
- Contribute to the development and maintenance of web policies and procedures.
- Design and implement internal and external website content management activities.
- Contribute to the design and implementation of internal and external Council communications activities.
- Contribute to the development and maintenance of City of Ballarat websites.
- Provide good customer service and enhance the image of the organisation by supplying information about the City and its services in response to external enquiries.
- Provide a positive customer user experience across all City of Ballarat websites.
- Champion the corporate brand and facilitate integrated messaging and campaigns across City of Ballarat initiatives.
- Support the City of Ballarat in relation to strategic and operational work.
- Provide communications support as required.
- Perform other duties and responsibilities reasonably within the capabilities of the position.
- Observe safe work processes in accordance with training and instruction given and report any risks to immediate supervisor. Risks arising in the workplace may be financial, safety, site, task or person-specific.
- Making and keeping accurate and complete records of business activities and decision making.

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REPORTS TO:	DIRECT REPORTS:
Head of Communications and Design	N/a
ORGANISATIONAL RELATIONSHIPS	
Internal: All Employees, Mayor and Councillors	External: Customers, Residents, Visitors, Contractors and Suppliers, Other Local Government Authorities, Business, political and statutory authorities.

Accountability and Extent of Authority

- The position is responsible for maintaining the timeliness and accuracy of information available to the public and is required to identify and implement strategic communications objectives.
- The position is required to provide input into development of relevant communications policies.

Judgement and Decision Making

- The position is responsible for providing direction and advice to other officers including content authors and senior managers.
- The position will often be required to provide advice and will need to be able to present competing options with arguments for and against before a final recommendation is made.

Specialist Skills and Knowledge

- Highly developed written communications skills.
- Demonstrated expertise in designing and implementing digital communications including writing and publishing web content.
- Sound understanding of internet, email, social and video communications technologies including well developed HTML and CSS skills.
- Demonstrated understanding of web publishing principles and techniques including accessibility standards.

Management Skills

- The position is responsible for meeting weekly and daily deadlines and as such the incumbent will need to have excellent time management skills as well as judgment on how to prioritise work tasks.
- The position will be responsible for the skills development of other officers who have a web author role.

Interpersonal Skills

- Ability to deal with all contacts in a courteous and pleasant manner, together with ability to gain co-operation and assistance from a wide variety of people;
- Ability to analyse and problem solve system related issues;
- Ability to motivate, lead, gain co-operation and invoke a team approach from staff.
- Ability to work without supervision;
- Ability to source information or resolve issues utilising the expertise of staff from other organisations or associations; and
- Ability to respond to customer enquiries regarding general Council policies, procedures and programs relating to the position.
- Ability to negotiate with all levels of the organisation to achieve the strategic aims of the position and implement the actions contained in the Communications and Community Engagement Strategy.

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Qualifications and Experience

- Degree or diploma in Communications, Multimedia or other related field, with relevant experience or lesser formal qualifications with substantial experience in the field.
- Experience in developing and writing content for web.
- Video and content creation and editing experience highly valued.
- Experience using Drupal CMS would be an advantage.

From a Health & Safety perspective the City of Ballarat requires all employees adhere to the following:

- Report hazards, incidents, injuries and unsafe practices as soon as possible.
- Constructive participation in investigations and assistance in implementing corrective actions.
- Wear PPE and follow safe work procedures as directed.
- Constructively participate in monthly team meetings.
- Comply with the City of Ballarat safety system.
- Participate constructively in all forums set up to investigate, improve or communicate safety.

SELECTION CRITERIA

- Qualifications and experience as listed above.
- Demonstrated ability to champion, model and promote the corporate values.
- Demonstrated ability to provide high level advice across all levels within the organisation on matters pertaining to digital communications.
- Demonstrated experience with creating digital content across website, social media, publishing sites, email and websites in the format of writing, photography, videography, audio and design.
- Demonstrated ability to write for a digital audience, understanding the variety of City of Ballarat's audience.
- Demonstrated ability to understand and meet digital and web compliance, including an understanding of WCAG 2.1 guidelines.
- Demonstrated understanding of the website user experience.
- Interpersonal and negotiating skills with the ability to communicate and work with collaboratively with a range of stakeholders.
- Knowledge and understanding of health and safety issues relevant to work activities and work area.

The City of Ballarat is committed to being a child safe organisation and has zero tolerance for child abuse and harm. We are committed to providing an environment and culture that promotes the safety, health and well-being of children and young people and which provides a voice to all children, including those from an Aboriginal and Torres Strait Islander background, with disabilities and from culturally, religiously and linguistically diverse backgrounds. We have policies, procedures and training in place that support our employees, volunteers and contractors to achieve these commitments and to ensure all children are listened to, their views respected, and their contribution recognised to ensure Council environments are safe.

ACKNOWLEDGEMENT

Please sign and date to acknowledge you have read and understood this position description.

Name:

Signature:

Date: