

POSITION DESCRIPTION

POSITION	POSITION NUMBER
Digital Content Producer (Social Media)	2712
CLASSIFICATION	ANZSCO CODE
Band 6	232413
DEPARTMENT	DIVISION
Communications and Design	Community Wellbeing
AGREEMENT	LOCATION
Ballarat City Council Enterprise Agreement No. 8, 2019	The Phoenix

Position Objectives

The position of Digital Content Producer reports to the Head of Communications and Design and is responsible for creating digital content across social media, publishing sites, email and websites in the form of photography, videography, audio, design and writing.

In conjunction with the broader Communications and Design team, the position will develop proactive digital marketing and communications campaigns for events, major projects, services, initiatives and decisions of the City of Ballarat and Council. It is essential the applicant demonstrates a strong tactical approach to digital and online communications, which is focused on meeting the communication needs of target markets.

Key Responsibility Areas

- Create digital content across social media, publishing sites, email and websites in the format of photography, videography, audio, design and writing.
- Conceptualise and create innovative design solutions that effectively meet the City of Ballarat strategic goals and requirements.
- Design content outputs for web and digital communications, print publications, corporate and promotional material, and campaigns for stakeholders across the organisation.
- Research and implement emerging and effective digital marketing and communications strategies and content.
- Review and explore new and emerging technology to continuously improve delivery of communications.
- Meet relevant deadlines.
- Collaborate with relevant stakeholders to ensure all content is aligned to outcomes and objectives.
- Creative writing.
- Create digital marketing and advertising campaigns with support from City Marketing Officers / Coordinator. This includes identifying opportunities to leverage digital advertising spend and activity across the organisation.
- Develop and maintain campaign schedules to ensure all activity is strategic, integrated, targeted and measurable against clear campaign objectives.
- Assist in the management of Council's digital and content assets and library.
- Administer social media accounts (Facebook, Twitter, Instagram YouTube and LinkedIn) and online communities.
- Proactively update and maintain social media channels by responding to enquiries; sourcing media rich content; and creating competitions, promotions and online events
- Provide tactical advice and support to senior management and business units across the organisation about social media strategy, tools, content, monitoring and insights.
- Train City of Ballarat employees to help them prepare online content.
- Monitor, evaluate and produce reports as required on the management and performance of social media sites and digital communications, marketing and advertising campaigns, and make recommendations for future initiatives

POSITION DESCRIPTION

- Contribute to planning and decision-making within the communications team to ensure the unit continues to provide an effective and cost-efficient service, and the team remains committed to the achievement of corporate objectives
- Maintain an up-to-date knowledge of other local government activity. Maintain networks with other councils and external web resources
- Champion brand and ensure adherence to brand guidelines in all communication initiatives.
- Work with internal and external stakeholders to ensure compliance with corporate branding across all mediums and communication channels.
- Champion the corporate brand and facilitate integrated messaging and campaigns across City of Ballarat initiatives
- Manage digital marketing budgets (i.e. Google AdWords, Facebook ad campaigns, Instagram sponsored posts, EDM campaigns and digital advertising)
- Support the Communications and City Marketing teams in relation to strategic and operational work.

REPORTS TO:	DIRECT REPORTS:
Manager Communications and Design	N/a
ORGANISATIONAL RELATIONSHIPS	
Internal: Communications Team Other Council Officers Councillors and Leadership Team Managers and Officers	External: External creative consultants / contractors

Accountability and Extent of Authority

- The position is accountable for the ongoing development of the City of Ballarat's digital presence and driving the organisation to be proactive and strategic about the utilisation of online and digital channels.
 - Accountable to the Head of Communications and Design for the quality, effectiveness, cost and timeliness of work plans, programs, projects, events, initiatives, systems and technology
 - Effective management of project timelines and budgets.
- Provide specialist advice to senior management and Councillors in matters relating to digital communications and marketing strategies.
- The freedom to act is subject to review by the Head of Communications and Design and is governed by professional judgement in overseeing communication strategies covered by City of Ballarat policies, objectives and budget allocations.
- The role frequently requires the Digital Content Producer to act as an 'in-house consultant/advisor' to internal customers, accepting responsibility, problem solving, and making professional communication judgements.

Judgement and Decision Making

- Make decisions on matters which are the responsibility of the position, provided that these are within delegated authority, legislative requirements and in accordance with the requirements of the Manager Communications and Design.
- Exercise judgement when dealing with complex issues and an ability to utilise effective problem solving skills.
- Make decisions related to the issue at hand based on in-depth knowledge and understanding of the City's broader goals, objectives and key messaging.
- Respond to suggestions and proposals from the Manager Communications and Design to develop and implement communication and marketing campaigns. This will necessitate an ability to work independently and as part of a team.

POSITION DESCRIPTION

- Ability to make recommendations and advise all levels of staff and councillors.
- Provide input into the strategic communications strategy for the organisation.
- Undertake problem solving activities to achieve strategic objectives within resource constraints.
- Provide excellent customer service to all areas of the City of Ballarat, the community and other external stakeholders.
- Problem solving may involve day-to-day judgement on operational issues, policy development and input into communications and marketing strategies, with guidance and advice usually available from the Manager Communications and Design.

Specialist Skills and Knowledge

- Demonstrated expertise in developing and executing communications and marketing campaigns and strategies
- Understanding of long-term communications and marketing goals
- Experience in communications or marketing activities in a high-pressure environment
- Demonstrated understanding of the role and function of digital and online tools in creating successful communications and marketing campaigns
- Exceptional writing skills
- Strong communication skills
- Ability to negotiate complex relationships
- Ability to manage competing priorities and work in a demanding, high pressure environment
- Ability to assist with engaging and managing external contractors within budget
- High levels of comprehension and an understanding of news and current affairs especially as they relate to Council and local government more broadly
- Understanding of online publishing technologies
- Excellent knowledge of digital and social media tools and skills in investigating and assessing emerging tools to enhance customer experience.
- Ability to produce and publish digital content
- An understanding of Google analytics and the ability to derive actionable insights from web and social media statistics

Management Skills

- The ability to provide clear instruction to suppliers including digital content developers
- High attention to detail
- Commitment to continuous improvement
- Ability to manage time effectively, to set priorities, to meet deadlines and to plan and organise own workload to achieve specific and set objectives
- Ability to organise and manage the contribution of councillors, the CEO, directors, managers and City of Ballarat staff to further the development of communications and marketing materials and plans.
- Ability to train staff in digital technologies and the fundamentals of social media.
- Experience in managing digital marketing budgets (i.e. Google AdWords, Facebook ad campaigns, Instagram sponsored posts, EDM campaigns and digital advertising)
- Ability to assign and manage the work of external contractors and stakeholders.
- Ability to work flexibly in a small professional team with minimal supervision
- Flexibility to undertake a range of concurrent and diverse tasks
- An awareness of OH&S, Equal Opportunity and other legislation relating to the workplace

Interpersonal Skills

- Excellent communication, presentation/delivery and customer relations skills

POSITION DESCRIPTION

- Ability to work co-operatively with, and manage the contribution of, a diverse range of senior and organisational staff, agencies, media and stakeholders including government agencies and Councillors
- Interpersonal skills are required to motivate and encourage participation and support from other parts of the organisation.
- The position also requires an ability to negotiate with others to resolve intra-organisational issues.
- Ability to influence and involve staff from different divisions and disciplines to produce solutions and strategies supported by those staff.
- Ability to relate professionally and enthusiastically to a diverse range of people, both external and internally.
- Ability to liaise with counterparts in external organisations to discuss and resolve specialist matters
- Use initiative and act professionally, with integrity, discretion and confidentially.
- Ability to problem solve and to employ excellent oral communication skills

Qualifications and Experience

- Degree or Diploma in a relevant discipline such as digital marketing, graphic design, multimedia, communications and public relations, or significant experience in a similar digital communications and marketing role
- Experience working within a government department, media or similar organisation with political sensitivity would be an advantage

SELECTION CRITERIA

Qualifications and experience as listed above.

Demonstrated ability to champion, model and promote the corporate values.

Demonstrated experience in the development of digital media campaigns and innovative use of emerging technologies

Demonstrated experience with creating digital content across social media, publishing sites, email and websites in the format of photography, videography, audio, design and writing

Excellent oral and written communication skills to prepare digital communications, marketing and advertising content.

Ability to work co-operatively with, and manage the contribution of, a diverse range of senior and organisational staff, agencies, media and stakeholders including government agencies and Councillors

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: