

## CITY OF WANNEROO POSITION DESCRIPTION – TEAM MEMBER

<b>POSITION TITLE:</b> Media and Digital Communications Advisor	<b>DIRECTORATE:</b> Office of the CEO	<b>DATE:</b> April 2024
<b>REPORTS TO:</b> Media and Communications Specialist	<b>SERVICE UNIT:</b> Communications and Brand	<b>LEVEL:</b> 7
<b>POSITION NUMBER:</b> 3640	<b>SUB UNIT:</b> Media and Communications Services	<b>ROLE FOCUS:</b> Advice
<b>ROLE BALANCE:</b> (People/Scheduling/Technical) 10/10/80	<b>JOB FAMILY:</b>	<b>ANZSCO CODE:</b>

### ORGANISATIONAL CONTEXT

The City of Wanneroo (the City) is an expanding and thriving local government on the northern fringe of the Perth Metropolitan area, located approximately 12km from the CBD at its nearest point and 62km at its furthest point. Our community, Council and City administration are working actively towards our vision of building a future together by collaborating with all stakeholders.

### DIRECTORATE CONTEXT

The **Office of CEO Directorate** has a very strong interface with the community, providing community infrastructure, programs and services, as well as advocating for funding and services by other agencies. We provide support for a diverse range of community priorities and encourage the growth of self-sufficient community organisations to assist with addressing these priorities.

### POSITION CONTEXT

Under the broad supervision of the Media and Communications Specialist, this position is accountable for the provision of quality outcomes in accordance with customer needs as outlined in the Service Plan and Performance and Development Review Conversation, by applying skills, knowledge, experience and judgement, guided by established policies, procedures and methods, as well as the application of professional standards, education and training to meet current and anticipated changing organisational needs.

The role communicates with a range of customers and stakeholders including media representatives and outlets, consultants and contractors; State and Federal government departments; other local governments; the business community; vendors and suppliers; members of the public; City Leaders and employees.

A challenging aspect of this role is managing proactive and reactive media and social media in a fast-paced environment, ensuring alignment with the organisation's Proactive Media and Social Media Plans, as well as the City's overarching Communications Strategy. This position requires strong multitasking abilities, excellent communication skills, the ability to adapt quickly to changing priorities and be proactive in anticipating media needs and responsive in handling incoming enquiries. Overall, it is a dynamic and demanding position that plays a crucial role in shaping the organisation's reputation.

The City values an agile workforce where people are engaged to deliver excellent customer outcomes and have the aptitude to adapt to changes in the internal and external environment. As such, all roles may be required to work in any Service Unit across the City and perform activities outside of those described in this position description, aligned to the incumbent's skills, qualifications and training. A positive, proactive approach to change is required.

**FUNCTIONAL ACCOUNTABILITY**

Develops, delivers and evaluates social media and digital communication initiatives, plans and campaigns that support the City’s ability to communicate and engage with employees and the community.

Encompasses an individual person delivering outputs to meet their own individual performance outcomes aligned to business objectives and set out in their annual performance review.

**KEY ACCOUNTABILITIES**

<b>KEY RESULTS AREAS</b>	<b>OUTCOMES</b>
Collaboration & Teamwork	<ul style="list-style-type: none"><li>• Contributes to a cohesive team environment by sharing information, supporting and assisting colleagues in a proactive manner to meet goals and deadlines.</li><li>• Thinks critically and actively collaborates with colleagues and leaders.</li><li>• Contributes to the development of business improvement initiatives.</li></ul>
Customers & Stakeholders	<ul style="list-style-type: none"><li>• Acts as a point of contact for customers and stakeholders and responds to enquiries ensuring that these are addressed, resolved and/or re-directed for resolution.</li><li>• Liaises with customers and stakeholders to deliver service excellence, ensuring that information is accurate, consistent, clearly communicated and issues are resolved in a timely manner.</li><li>• Builds and maintains effective relationships with customers and stakeholders, ensuring continuous improvement in customer focused social media and digital communication services and systems that engage with the community.</li></ul>
Efficient & Effective Delivery	<ul style="list-style-type: none"><li>• Develops, implements and evaluates social media and digital communication initiatives, plans and campaigns aligned to the City’s brand and social media strategies, that increase awareness, engagement and reach with the community and employees.</li><li>• Manages social media and digital communication activities, including coordinating and updating content, in accordance with the City’s brand and social media strategies.</li><li>• Researches, analyses and reviews social media and digital communication services, systems, and customer experiences, identifying new and emerging technologies, developing evidence based options and recommending solutions that improve communication and engagement with the community.</li><li>• Monitors, analyses and reports on social media, website and intranet activities, campaigns, metrics and performance and makes recommendations for improvements.</li><li>• Processes and practices are continually reviewed, ensuring delivery of quality outcomes and results for customers.</li><li>• Proposes innovation and business improvement initiatives within area of accountability.</li></ul>
Systems & Processes	<ul style="list-style-type: none"><li>• Maintains relevant registers, databases and systems, ensuring that information is accurate, stored correctly and accessible as required and meets legislative requirements.</li><li>• Follows the City’s administrative systems and processes, ensuring that information is accurate, stored correctly and accessible as required.</li><li>• Contributes to the development of processes and procedures that support the work of the Service Unit.</li></ul>

Resources,  
Governance,  
Compliance & Risk

- Ensures knowledge of and complies with safety, legislative, regulatory, financial and administrative frameworks.
- Represents the City in an honest, ethical and professional way, ensuring adherence to the City’s Code of Conduct.
- Demonstrates proactive concern for health, safety, environment, community and the City’s reputation.

**CAPABILITIES REQUIRED**

**Qualifications, Requirements and Experience:**

- Tertiary qualification in relevant discipline such as Communications or Marketing, or relevant experience.
- Relevant experience in a similar role working with the media and executing social media/digital strategies and campaigns that build and engage audiences.
- Experience in user research and testing to gain a deeper understanding of the target audience.
- Advanced experience in the efficient use of information systems and technology.

**Skills and Knowledge:**

- Advanced computing, numeracy and literacy skills.
- Intermediate organisational skills with the ability to prioritise competing tasks.
- Intermediate customer service skills.
- Advanced communication and problem-solving skills.
- Advanced research and analysis skills.
- Advanced skills in a range of social media and digital applications/platforms/cloud based communications and reporting systems such as Google analytics.
- Intermediate skills in video recording and editing and photography.
- Knowledge of digital channels, including social media analytics and social media campaigns.
- Knowledge of the practical application of occupational health and safety measures in the workplace including hazard identification in an office environment.

**Key Stakeholder Relationships:**

- Support the Manager Communications and Brand and Media and Communications Specialist to perform their roles.
- Communicate, engage and provide support / advice to relevant stakeholders and customers.

**Role Authorities:**


- *Local Government Act* regulations and *Act* delegations, specific to the role.
- Required to exercise responsibility and use of initiative and judgment in problem solving and support at a Team Member level.

**VERIFICATION**

The content of this Position Description is an accurate statement. Position Descriptions will generally be reviewed and updated where necessary and / or within a period of 12 months.

**Leader Name**  
Courtney Notte

Date

Signature  


24 April 2024

**Next Up Leader Name**  
Jackie Kallen

Date

Signature  


24 April 2024