

Digital Producer

Position Description

Directorate	CEO Office	Department	External relations
Reports To	Principal Communications Officer	Direct Reports	No
Queensland Local Government Industry Award - State 2017 - Stream	Stream A - Division 2, Section 1 - Administrative, clerical, technical, professional, community service, supervisory and managerial services.	Moreton Bay Regional Council Certified Agreement 2022 EBA5 Wage Level	Schedule 1, Level 5 to 6

Position Purpose

This position will work collaboratively across all City departments to plan and produce video and graphic content for communication channels including social media, website, and external media. This role will also provide digital media production and communications advice to support the Mayor and Councillors and other key stakeholders across City of Moreton Bay. The role is responsible for end-to-end production of video, animation and still photography content from concept to channel, and will require extensive experience of production, project team and senior stakeholder management.

Position Context

Having regard for the varying scope and complexity of work required to be performed by a Digital Producer, this position has been approved as a broad-banded position. The intent is to allow the appointment of team members at an appropriate level based on their professional experience in comparison to the complexity of the tasks they will manage.

Key Responsibilities and Outcomes

As a Digital Producer, you will:

- Design and create multimedia and digital content for use in Council's cross-channel communications; primarily but not limited to video, audio, animation and photography content.
- Collaborate with key stakeholders across Council to design communication tools that will help Council to share project milestones and engage with the community.
- Create and edit videos, photographs for use on social media, digital platforms and Council's website, with the potential for broadcast distribution.
- Create engaging graphics and animation for use in videos to communicate Council messaging in an attractive way; using these graphics to simplify complex and detailed issues that Council wishes to communicate to the broader community.
- Provide solutions and advice to achieve positive media and communications outcomes in relation to messaging and videos to support the Mayor, Councillors and other key stakeholders across Council.
- Develop concepts with departments to help them conceive graphics, videos and animations to creatively illustrate their programs and initiatives.
- Manage and maintain technical equipment, including cameras, lenses, lighting and audio equipment.

Additional Information

Ability to work occasionally outside normal working hours, including weekends as required.

Our Values

Our values shape the way we behave, how we interact with each other and our customers. They underpin our decision making and are our guiding principles for how we work every day. As a team member you will take individual accountability for demonstrating the values, expectations and behaviours.

SERVICE

TEAMWORK

INTEGRITY

RESPECT

SUSTAINABILITY

Decision Making

<i>Budget</i>	N/A
<i>Delegations</i>	Delegations under the Local Government Act 2009 and as directed and published in Council's Delegation Register

Knowledge & Experience

- High-level experience producing video and graphic content for communication channels including social media, website, and external media.
- Excellence in Adobe creative suite specifically video editing and animation software - Premiere and After Effects.
- High level proficiency in the creation of graphics for use in animation and branding specifically Adobe Illustrator, Photoshop and Blender 3D software.
- Excellent understanding of the operation of video and sound recording equipment and the various technical aspects associated with this equipment.
- Excellent understanding of creative film making including framing, lighting, transitioning and the creation of sequences.
- Extensive experience directing subjects in a video in a polite but effective manner to ensure desired outcomes are achieved.
- Experience working with Digital Asset Management platforms.

Success Profile

Level 5 - To perform this role the staff member will bring:

- An ability to undertake the role under minimal supervision.
- An ability to apply high-level knowledge of video and photography production to create engaging communications for council projects.
- An ability to manage projects, engaging and supervising contractors within established timeframes and implementing suitable videography, animation and photography skills for each project.
- An ability to manage time and work autonomously on assigned projects.
- An ability to understand and apply Council policies and relevant media and communications legislation to a range of situations consistently.
- Demonstrated ability to develop positive relationships within and external to Council.
- Ability to manage processes for digital file storage within a Digital Asset Management environment.
- Understanding of target audiences on different projects and knowledge of what those audiences want and how to create it.
- Demonstrated ability to work in fast-paced and changeable project environment, responding to changing priorities on set and identifying and resolving issues

Level 6 - To perform this role the staff member will bring:

- An ability to undertake the role without supervision.
- Excellent production planning, videography and photography skills, with the ability to understand and address communications issues and respond to stakeholder needs.
- Excellent production management ability, engaging and supervising contractors within established timeframes and budgets, identifying communications project measures and engaging with relevant stakeholders.
- Experience in managing others within a project environment
- Strong time management and ability to work autonomously on assigned projects
- An ability to understand and apply Council policies and relevant media and communications legislation to a range of situations and identify solutions that balance Council and community expectations.
- Demonstrated ability to develop relationships within and external to Council, working positively in complex situations.
- Demonstrated ability to produce engaging digital content at an appropriate brand level, suitable for the audience and stakeholder needs from beginning to end
- Demonstrated ability to communicate technical information with stakeholders.
- Demonstrated experience in influencing stakeholders towards the most productive outcomes by delivering concept plans
- Demonstrated ability to work in fast-paced and changeable project environment, responding to changing priorities on set and identifying and resolving issues
- Demonstrated ability to script and storyboard video and animation production, and to engage with talent to deliver to plan on set.
- Ability to develop and implement processes for digital file storage within a Digital Asset Management environment.
- A strong understanding of the target audiences on different projects and knowledge of what those audiences want and how to create it.
- Experience in accurately estimating the cost of various tasks and technologies and balancing priorities within a tight budget.

Remuneration and Progression

Positions will be established with a range of Level 5 to Level 6, and team members will be appointed based on their demonstrated skills and experience commensurate with this framework.

Progression between Levels 5 and 6 will not be automatic. Reviews will be scheduled with each team member annually. Progression will be assessed on an individual basis with justification provided to the Chief External Relations Officer for their consideration utilising the Digital Producer Broad Banding Review Form, referencing the criteria outlined at each Level under this framework.

Qualifications

- C Class Drivers Licence

Note: This position description reflects a summary of the key accountabilities of the position, it is not intended to be an all-inclusive list of duties, steps and tasks. Leaders may direct team members to perform other duties at their discretion.