

Digital Implementation Officer

Position Number:	500505
Directorate:	Governance and Corporate Performance
Department:	Information and Business Transformation
Reports to:	Manager Information and Business Transformation
Classification:	Band 7
Employment Status:	Fixed Term, Full Time
Location:	Civic Centre Broadford – all employees may be directed to move either permanently or for temporary periods to other offices within the Shire due to operational requirements.
Date created/amended:	August 2019
Employee signature:	Date: / /

About the Organisation

Mitchell Shire

All employees at Mitchell Shire are expected to provide the highest standards of performance and customer service to ensure Council achieves its Vision, Values and meets organisational objectives.

Vision

Together with our Community, create a sustainable future.

Values

Mitchell has adopted the following values as fundamental to the way in which all staff within the Council will operate in their dealings with each other and the community. These are:



Working Together



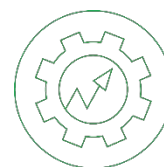
Respect



Customer Service
Excellence



Accountability



Continuous
Improvement

Structure

Mitchell Shire Council is broken into three Directorates being:

- > Governance and Corporate Performance
- > Development and Infrastructure
- > Advocacy and Community Services



About the Role

Objectives

- > To lead and manage the development of Mitchell Shire's corporate digital platforms including the corporate website, councillor portal and intranet
- > To scope, plan and implement a roadmap of enhancements and integrations to continuously improve council's digital presence
- > To effectively shape digital outcomes to improve customer experience, demonstrate best-practice and meet relevant legislative requirements
- > Provide specialist advice on all matters relating to Council's corporate digital presence

Key Responsibility Areas

- > Deliver a yearly program of website enhancements in consultation with the business including requirements gathering, brief development, vendor management, timeline and milestone planning, comprehensive testing, defect triage and communication of outcomes with relevant stakeholders
- > Manage and monitor corporate website performance and content development and ensure standards are met and adhered to by all editors and content developers
- > Coordinate, evaluate and report on work conducted by the website vendor, review and test proposed outcomes and monitor support allocations
- > Work closely with council's Communications department to ensure that all brand guidelines are adhered to and content delivery objectives are met when delivering digital initiatives
- > Guide and advise stakeholders across the organisation to ensure alignment of digital outcomes align with council's strategic goals and priorities
- > Manage the integration of business systems and technology into corporate platforms to ensure optimum customer-centric outcomes and enhanced user-experience
- > Analyse website's analytics to inform outcomes, set up reports and tracking as required
- > Ensure optimum performance of external and internal search functionality (SEO)
- > Ensure that all digital content, features and functionality aim to meet WCAG 2.1 AA legislative requirements
- > Proactively monitor website performance and develop solutions to solve problems and improve outcomes as required
- > Research and identify user-trends, changes to the digital landscape and standards that affect Mitchell's digital presence and re-shape digital outcomes accordingly
- > Develop and maintain relevant documentation
- > Understand and manage user permissions
- > Develop training programs and resources
- > Identify, establish and nurture stakeholder relationships
- > Report regularly on achievements, roadmap progress and enhancement project statuses
- > Identify new digital initiatives that will benefit Council and its customers
- > Monitor spend against council's website budget
- > Inform the development of Council's digital strategy
- > Review Council's Office 365 SharePoint Intranet and Councillor Portals
- > Define and deliver an improvement program for the Intranet and Councillor Portal in consultation with both user groups



About You

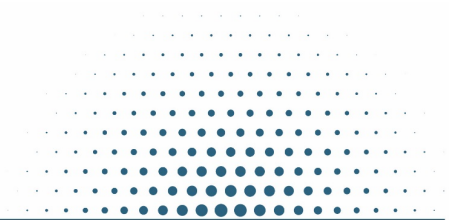
Key Selection Criteria

1. Demonstrated experience and capability in managing complex content management systems and analytics platforms effectively.
2. Proven digital project management experience to support effective delivery of projects.
3. Ability to establish project indicators and regularly monitor and report on areas of success, as well as identifying issues that may affect the successful implementation of projects.
4. Comprehensive understanding of website and digital platform usability, accessibility and best-practice functionality
5. Demonstrated experience managing multiple stakeholder requests and balancing outcomes against strategic priorities and proscribed budgets
6. Experience managing digital contracts and CMS vendor relationships.
7. Have an appreciation of the challenges of working in a large, geographically dispersed and complex organisation within defined resources.

Qualifications and Experience

Essential

- > Tertiary qualifications in communications, design, marketing, digital development, UX with several years' experience or lessor formal qualifications with extensive experience in this area
- > Demonstrated experience with and understanding of emerging technology, digital platforms, analytics and communications.
- > High level understanding of digital development approaches to enrich user experiences.
- > Highly developed skills in web design, data and content management and digital interface design.
- > Demonstrated project management experience including preparing documentation and effective reporting.
- > Attention to detail and ability to manage complex workloads involving multiple concurrent projects.



Position Requirements

Accountability and Extent of Authority

- > Provide advice on and participate in the development of process, procedures and policies for the effective management of Council's corporate digital presence
- > Able to make decisions about Council's corporate digital presence in order to meet set objectives and goals, knowing that these decisions will have significant impact on the organisation and stakeholders
- > Responsible for the efficient maintenance, improvement and operation of Council's corporate digital presence
- > Responsible for delivering an agreed program of digital enhancements within proscribed budgets and timeframes
- > Responsible for managing the relationship between council and its website vendor
- > Responsible for pre-emptive monitoring, subsequent research and reporting of digital issues to management with sound resolutions recommended for consideration
- > Provide expert advice on Council's corporate digital presence, be the subject matter expert

Judgement and Decision Making

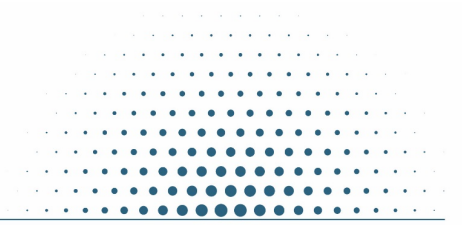
- > Be able to promptly respond to changing circumstances and make sound decisions to ensure digital outcomes are achieved
- > Provision of specialist advice and information to staff in the organisation regarding digital issues, user behaviour and best practice
- > Balance the need to be innovative whilst adhering to relevant legislative requirements
- > Ability to analyse and solve complex problems efficiently and effectively, from learned experience and knowledge in order to meet Council's objectives and goals
- > Guidance is not always available to make decisions

Interpersonal Skills

- > Demonstrated ability to work actively and cooperatively as part of a team – internal and external – in the administration of defined activities
- > Liaise with peers internally and in other organisations to discuss and resolve specialist matters
- > Ability to maintain, and ensure the maintenance of strict confidentiality is paramount
- > Excellent communication and presentation skills – oral and written
- > Integrity, trustworthiness and professionalism
- > The ability to gain cooperation and assistance from both internal and external stakeholders in order to motivate and develop employees and to achieve desired objectives

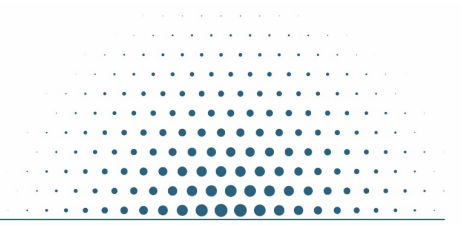
Management Skills

- > Capability in managing content management systems and analytics platforms effectively
- > Ability to manage time, set priorities, plan and organise own time as well as that of any staff or stakeholders required to meet agreed objectives within a specified timeframe
- > Ability to understand and implement organisational policies and procedures
- > Ability to understand and implement EEO, OH&S and development procedures and policies
- > Ability to manage a range of internal and external stakeholders in order to achieve required outcomes
- > Provide advice and contribute to any procedure or policy formulation concerning Council's corporate digital presence



Specialist Skills and Knowledge

- > Excellent knowledge of contemporary digital practices and standards and proficient in then applying this knowledge to everyday tasks
- > Extensive experience in the use of content management systems
- > Strong project management skills and understanding of project management methodologies
- > General knowledge of Local Government and its functions
- > Excellent communication skills, both written and verbal
- > Excellent technical knowledge and understanding of the statutory and legal requirements in relation to the Disability Discrimination Act 1992 and Web Content Accessibility Guidelines (WCAG)
- > An understanding of Council's long-term goals and strategies and where this position sits and interacts with said goals
- > Understanding how the budget and financial processes are constructed and processed with regards to Council's corporate digital presence
- > Proficient understanding and skills in digital practices in order to be able to effectively contribute to policy formulation and offer expert advice when required



Appendix A - Conditions of Employment and Responsibilities

Agreements, Legislations and Awards

Employment conditions for all employees are in accordance with the relevant award, employment contract, industrial agreement, organisational policies and procedures as amended.

Current Certified Agreements at Mitchell Shire Council are:

- > Mitchell Shire Council Enterprise Agreement No 7 2017-2020
- > Early Education Employees Agreement 2016

Current Awards at Mitchell Shire Council are:

- > Victorian Local Authorities Award 2001
- > Nurses (ANF Victorian Local Government) Award 2002
- > National Training Wage Award 2000

Asset Management

Employees are expected to familiarise themselves with and abide by the Council's Asset Management policies, plans and strategies.

Charter of Human Rights Compliance

Council employees should demonstrate, respect and promote the human rights set out in the Charter of Human Rights and Responsibilities by:

- > Making decisions and providing advice consistent with human rights
- > Actively implementing, promoting and supporting human rights

Child Safe Standards

Mitchell Shire Council is committed to ensuring the implementing of Child Safe Standards within our organisation. As such:

- > All children, regardless of their gender, race, religious beliefs, age, disability, sexual orientation, or family or social background, have equal rights to protection from abuse and neglect
- > There is zero tolerance for all forms of abuse and neglect towards children
- > All allegations, concerns and complaints brought to the attention of Mitchell Shire Council will be taken seriously and acted upon in a timely manner and reported to the relevant authority
- > Best practice standards will apply in the recruitment of staff, volunteers and contractors
- > People engaged in child-related work, including volunteers and contractors, are required to hold the applicable Working with Children Check and to provide evidence of this check
- > A statement of our commitment to child safety requirements is included in induction
- > Mitchell Shire Council have risk management strategies in place to identify, assess, and take steps to minimise risks to children
- > Allegations of abuse, neglect and safety concerns will be recorded using incident reporting systems, including investigation updates
- > All personal information considered or recorded will respect the privacy of the individuals involved under the Privacy Act and the best interests of the child will be considered when sharing information with relevant authorities and agencies



Corporate Recordkeeping Responsibilities

Mitchell Shire employees should demonstrate the following;

- > Understanding records management obligations and responsibilities
- > Making and keeping accurate and complete records of business activities and decision making
- > Creating records proactively including those resulting from telephone conversations, verbal decisions, meetings, emails and letters
- > Ensuring the quality and accuracy of the data used or entered on Council databases and systems
- > Destruction of Council records are not to occur without authority from the Corporate Information Department.

Code of Conduct

The Code of Conduct outlines standards of conduct and behaviour that must be demonstrated by all Mitchell Shire Council employees, volunteers and contractors. You need to familiarise yourself with the Code and observe its provisions. Breach of the Code may result in counselling and disciplinary action. A substantial breach may result in termination of employment.

Corporate Induction

You will be required to attend a Corporate Induction within your first month at Council, commencing at 9am at Mitchell Shire Council Civic Centre on a date to be advised.

The People and Culture team also conduct quarterly bus tours of the Shire. This gives new employees the opportunity to see the shire in full and be familiar with our sights and operations.

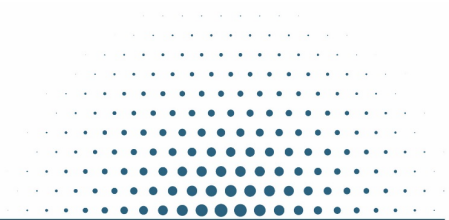
Customer Service

Customer Service Excellence is one of Mitchell Shire Council's values and therefore staff are required to;

- > In accordance with Council's Customer Service Procedure, be proactive in the delivery of services ensuring that quality customer service is provided always whether the communications are delivered personally, electronically, written or by telephone with the customer
- > Ensure a high quality customer focused service at all times
- > Contribute to excellence in service delivery and present a positive image for Council
- > As required, maintain effective and co-operative communication with all customers, community groups/organisations, business, Council and other Government authorities
- > Provide service in accordance with Council's Customer Service standards

Drivers Licence

If you are required at any point to drive a council or personal vehicle for business use, it is a condition of employment that a current Driver's licence is maintained. *Loss of your driver's licence may result in the termination of employment.* If your driver's licence is suspended or cancelled you must inform your manager immediately.



Emergency Management

As part of the duties associated with this position, the incumbent may be requested to assist Mitchell Shire Council in responding to an emergency, should one arise, affecting the operation of council and/or the wellbeing of the Community.

Hours of Work

It is appropriate that you arrange your ordinary hours of duty with your Manager to meet the demands of the position. Mitchell Shire Council offers flexible working arrangements (where operationally viable) to encourage work life balance. A standard full time employee works 76 hours per fortnight (this varies depending on department), with additional hours each day if a monthly ADO is being accrued.

Accrued Day Off (ADO) and Rostered Day Off (RDO)

An ADO/RDO is applicable for some positions, with the following arrangement;

Monthly ADO

A Monthly ADO is available to full time staff. As a full time indoor staff member, the standard working day is 7.6 hours. By working an additional .4 hours per day, you are able to accrue one day off per month. For full time library staff, the standard working day is 7 hours. By working an additional 0.36 hours per day, you are able to accrue one day off per month.

ADO's must be taken at a mutually convenient time. Your Manager will approve when the ADO is to be observed, based on service delivery requirements of the unit. Hours cannot be increased via a reduction in standard break times.

Fortnightly ADO

A 9-day fortnight generally applies to outdoor staff. This is accrued by working 8.5 hour days for 9 days per fortnight, with the 10th day being the RDO. Your Manager will determine and roster the day that is to be observed to suit service delivery requirements of the unit. Hours cannot be increased via a reduction in standard break times.

Motor Vehicle

Where a position is allocated a **full private use vehicle** entitlement, the employee may opt to take a cash option of their vehicle allowance and utilise their own private vehicle.

Where a position is allocated **commuter use of a council vehicle**, that vehicle is not to be utilised for any personal use without prior arrangement from the Director.

More information on Vehicle and Travel allowances can be found in the Motor Vehicle Policy.

Policies and Procedures

The terms of the Council's policies are not incorporated as terms of this Agreement and are not intended to create any legally enforceable rights on the part of the Officer, but the Officer must abide by them because they are lawful and reasonable directions of the Council.

Pre-Employment Checks

Your employment is dependent upon successful completion of a National Police Check prior to commencement. The cost of this check will be borne by Mitchell Shire Council.



Working with Children Checks are compulsory for some staff, and must be provided prior to commencement. These are to be maintained at the employee's own expense.

A Pre-Employment Medical Check *may* be conducted on staff, to ensure they are able to operate in their role safely and effectively.

Qualifications Required for the Role

It is a condition of your employment that you maintain the qualification and memberships that are identified in the Position Description. The cost of maintaining those qualifications and memberships will be borne by the employee. Any Continuing Professional Development (CPD) hours required to maintain your qualification and memberships are to be undertaken outside of normal working hours.

Qualifying Period

All employees are required to complete a six-month qualifying period from the commencement of their employment. Management shall assess employees' performance on the job, including the satisfactory achievement of the performance objectives set in the employee's commencement plan, skills and knowledge represented, the commitment to and how the employee's work reflects the core values, attendance, and cultural fit.

Management shall determine during the qualifying period whether the employee has/is successfully achieving the requirements of the role. Where, in the opinion of management, the employee will not or has not successfully achieved these requirements, employment may be terminated during the qualifying period.

Recognition of Prior Service

Recognition of Prior Service can be made for those employers listed as applicable under the Local Government (Long Service Leave) Regulations 2012.

An application for RPS must be made to the payroll department on your Employee Registration Form upon commencement (no later than 2 months after commencement).

Payroll

Payment of salary is made on a fortnightly basis (currently every second Wednesday), by electronic transfer to your nominated financial institution account.

Risk Management and Occupational Health and Safety

Council Employees should comply with Occupational Health and Safety Legislation, Risk Management requirements and all Council policies, procedures and guidelines. This includes (but is not limited to) the following:

- Perform all duties in a manner which demonstrates due care for your own and others health and safety
- Comply with Risk and OHS documentation and legislative requirements
- Identify and report hazards, risks, incidents or health and safety issues as soon as possible.
- Participate in Risk, Safety and Health Initiatives including investigations, implementation of corrective actions, risk assessment or return to work arrangements.
- Wear and maintain all issued personal protective equipment.



Superannuation

Council will contribute to the Vision Super Scheme or an approved superannuation fund of your choice on your behalf at the rate of 9.5% of the base salary offered (excluding staff who have agreed a Total Remuneration Package (TRP)). This contribution amount is in addition to (not deducted from) your base salary.

Types of Employment

Employees should be aware that Mitchell Shire Council employs staff on several types of employment contract. This includes the following types;

Casual Employees will be employed on an hourly basis to work on an intermittent or irregular basis. We cannot guarantee set hours of work. In order to manage our casual staff, we undertake periodic database checks. Any casual employee who has not worked within that period may automatically be removed from the system.

The hourly rate of a casual employee includes the 25% loading in lieu of annual leave, personal leave, public holidays and severance entitlements.

Part Time Employees can work hours in addition to their contracted hours. These hours will be paid at ordinary rates. Employees can work ordinary rates to a maximum of 38 hours within a week, for library staff 35 hours. Any hours worked in addition to maximum hours will be paid at overtime rates or time in lieu will be calculated in accordance with the Enterprise Agreement, Award and policy as amended from time to time.

Variances to Duties

In line with operational requirements of Council it may be necessary, to vary your work duties and/or position description. Such changes would be discussed with you prior to initiation and will be compliant with the nature of the work for which you were employed.

You may be required to work from or relocate to any Council work site within the Council municipality depending on operational requirements.