

A THRIVING REGION OF OPPORTUNITY WHERE OUR COMMUNITIES ENJOY A VIBRANT LIFESTYLE

Content Management Lead

Division	Community and Environmental Services	Department	Customer Response
Reports To	Content Management Coordinator	Direct Reports	Yes

Position Purpose

This position will lead the content management team to produce and maintain cohesive and streamlined website content and reference information, ensuring it meets the needs of internal and external customers and facilitates positive interactions and experiences.

Key Responsibilities and Outcomes

Operational

- Provide leadership, support and guidance to the Content Management team to produce and maintain quality website content and customer service reference resources relevant to a broad and diverse range of internal and external stakeholders and the community.
- Support the development of business plans and deliver business plan outcomes as a leading member of the Content Management Team.
- Lead the content team by managing day to day delegation, making task-based decisions, and monitoring team performance.
- Drive and facilitate the delivery and review of consistent and streamlined web content and customer service reference resources, encouraging feedback and monitoring engagement.
- Use knowledge of content structures, accessibility, usability and Search Engine Optimisation (SEO) to solve problems across content management platforms and provide expert advice and training to a diverse range of stakeholders.
- Identify and deliver process improvement and service enhancement opportunities to optimise service delivery.
- Build high level relationships across a range of diverse internal and external stakeholders to ensure accuracy, consistency and relevance of customer service resources and their alignment with business practices.
- Collaborate with the MBRC Digital Architecture team on website structure and functionality to ensure a seamless customer experience.
- Guide the Content Management Team in identifying, creating, maintaining and developing website content to meet accessibility, readability, and user experience requirements.
- Use analytical reporting and reviews to measure content effectiveness, support content strategy decisions and guide stakeholder advice.

Values

At Moreton Bay Regional Council, we are on a journey to creating a great culture. Our values shape the way we behave and how we interact with each other to deliver the best service to the community. The safety of you and the community is our number one priority and we are all responsible for creating an inclusive, safe workplace and protecting our environment. As a team member, you will take individual accountability for demonstrating the values expectations and behaviours.

Decision Making

Budget - NA

Delegations -Delegations under the Local Government Act 2009 and as directed and published in Councils delegation register.

Knowledge & Experience

- Substantive experience using digital platforms to manage online content with proficiency in design programs and editing software.
- Substantive experience leading teams by managing day to day delegation, making task-based decisions, and monitoring team performance.
- Working ability to motivate team performance by supporting growth and encouraging feedback.
- Working ability to explain and demonstrate the digital content design process to a range of stakeholders.
- Working knowledge and understanding of website management and content requirements including but not limited to website accessibility, User Experience (UX) and Search Engine Optimisation (SEO).
- Experienced in applying creativity and problem-solving skills to support the improvement of users' online experiences and online customer service functions.
- Demonstrated experience in leading and driving high team performance.
- Demonstrated knowledge of service delivery in a local government or related context.
- Well developed people and relationship management skills with demonstrated the ability to work in a positive team environment communicating and collaborating effectively at all levels.
- Demonstrated time management skills and the ability to manage conflicting priorities and meet deadlines.
- Demonstrated knowledge and conceptual understanding of online written and visual communication.
- Apply a broad understanding of an audience through interpreting and communicating in a range of website communication contexts and formats.
- Substantive experience supporting digital and content development projects and managing competing priorities, including working with technical content from subject matter experts.

Qualifications

Bachelor of Digital Marketing or Bachelor of Communication or experience and tertiary study in a similar field.

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.