



Digital Content Specialist

Position Number:	500325
Directorate:	Advocacy and Community Services
Department:	Communications, Jobs and Investment
Reports to:	Communications Coordinator
Classification:	Band 6
Employment Status:	Permanent part time (0.4 FTE)
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



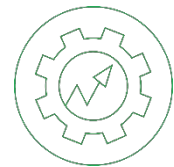
Respect



Customer Service
Excellence



Accountability



Continuous
Improvement

Structure

Mitchell Shire Council has three Directorates.

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



About the Role

As a member of the Communications Team, the Digital Content Specialist plays a critical role in managing and developing Council's digital presence across multiple channels and touchpoints.

Objectives

- > Develop digital platforms, campaigns and content that helps our community to actively participate in Council services, initiatives, events, consultations, decisions and advocacy campaigns.
- > Build Council's digital presence with engaging and effective content, excellent customer care, targeted digital outreach and the development of high impact paid and unpaid campaigns.
- > Use customer analytics and industry research to identify customer-driven content opportunities.
- > Contribute digital expertise and creative flair to help develop integrated communication plans and strategies across our online and offline platforms.

Key Responsibility Areas

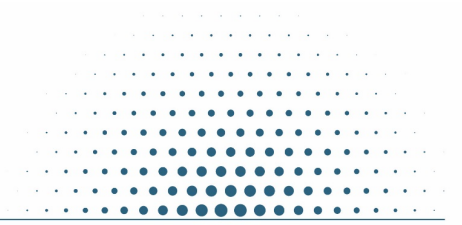
Web maintenance and minor enhancements

- > Oversee content on our external websites.
- > Review and approve new content and support subject matter experts and content authors to produce suitable content and to use the CMS platform.
- > Ensure Council's online visual presence complements offline activity and supports the integration of content and campaigns across a variety of digital channels.
- > Liaise closely with contractors, end users and other stakeholders to support a strong web presence that is customer-focused and meets accessibility requirements.
- > Develop and maintain relevant governance documents and training material.
- > Provide insights and advice to help identify and prioritise development opportunities across a range of digital platforms.
- > Support the Business Transformation Team to develop and implement enhancements across Council's web platforms.
- > Facilitate the optimisation of publications for digital platforms including video, audio and interactive content.
- > Support the development of a strong jobs, investment and tourism online presence.



Social media

- > Drive and optimise the use of publishing platforms amongst the Communications Team and other content authors across the organisation.
- > Develop and implement strategies to amplify Council's social media presence and engagement and help us reach new and targeted audiences including paid and unpaid opportunities.
- > Source, create, deliver and monitor proactive and reactive content across Council's corporate social media accounts.
- > Maintain a content calendar across our digital channels that supports council's strategic objectives, priorities, events and campaigns.
- > Respond to social media enquiries and liaise with customer service and other key contacts and subject matter experts throughout the organisation to ensure social media enquiries are allocated and responded to in accordance with agreed service levels.
- > Respond to customer requests, messages and comments as well as pro-active outreach through other pages and groups in line with our Social Media Policy and guidelines.
- > Conduct ongoing social media monitoring throughout the day and alert relevant staff to emerging issues and opportunities.
- > Identify opportunities to streamline customer service requests through social media channels.
- > Support other social media administrators to maximise their presence, evaluate their impact and meet our social media policy and guideline requirements.
- > Support the organisation to ensure the effective use of social media including training and development for platform administrators and the Executive and Mayor.
- > Regularly review policy and guidelines to ensure they remain relevant and respond to emerging needs.
- > Monitor and report on the reach and effectiveness of Council's social media presence and activity and use customer analytics to identify improvement opportunities.



EDMs and database management

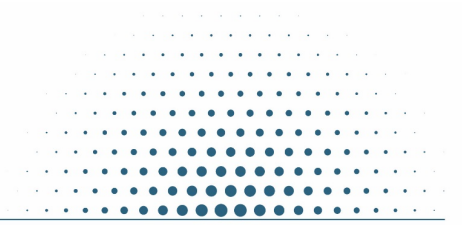
- > Support other newsletter content authors to produce engaging content and visual design.
- > Effectively manage multiple contact databases and mailing lists to coordinate and target campaigns that get results across email, direct mail, online, mobile, social media and offline channels.
- > Evaluate and report on the effectiveness of newsletters and use audience and customer insights to identify strategies to improve uptake and engagement.
- > Identify opportunities to introduce new newsletters to targeted audiences to meet specific needs or to consolidate newsletters to maximise their effectiveness.
- > In partnership with the Publications Designer, create effective templates and design elements for newsletters.

Consultation and engagement

- > Review and enhance council's online consultation portal to ensure it continues to provide a user-focused digital experience and that it meets changing community expectations and legislative requirements.
- > Lead the ongoing development of Council's consultation portal and identify new digital tools to drive collaboration and participation by community in Council decisions.

Internal communication platforms

- > Support the development of the Communications Team SharePoint site and use of Office 365 collaboration tools.
- > In partnership with the Business Transformation Team, support the development of other digital internal communication tools and research emerging tools and technology that can improve internal communication delivery.



Integrated marketing and communication plans

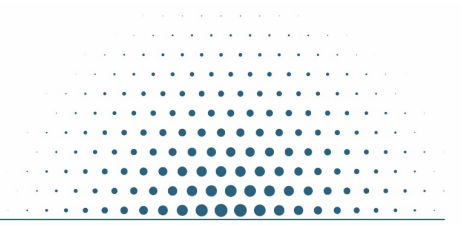
- > Create simple, user-focussed digital campaigns, services and content.
- > Feed digital insights into strategy development.
- > Support the development and implementation of communication and marketing strategies.
- > Re-purpose and amplify content and deliver multi-channel digital campaigns.
- > Support the organisation to include digital content and tools in communication, marketing and engagement plans.
- > Monitor and report on the effectiveness of digital aspects of campaigns and use insights to recommend future improvements.
- > Integrate the digital content calendar with Council's overall communications calendar.
- > Develop and produce digital assets to support the Communications Team to deliver high impact campaigns and initiatives.
- > Support the Communications Team with other projects, events or campaigns as required.

Branding and digital asset library

- > Ensure digital outputs meet Council's corporate brand and written style.
- > In partnership with the Publications Designer, identify improvement opportunities to evolve Council's corporate style and brand across digital channels to take advantage of emerging technology and to ensure the brand remains relevant.
- > Maintain and develop a digital asset library.

Governance

- > Develop and maintain policies, guidelines and procedures to govern the use of Council's digital channels.
- > Establish account management practices in third party platforms that maximise account security.
- > Ensure all digital material and activities meet relevant security and legislative requirements including copyright, privacy, accessibility and marketing compliance.
- > Train new users and support current content authors, subject matter experts and account managers to manage and enhance their online channels and content.
- > Maintain corporate records in accordance with our Social Media Policy and guidelines and related legislative requirements.

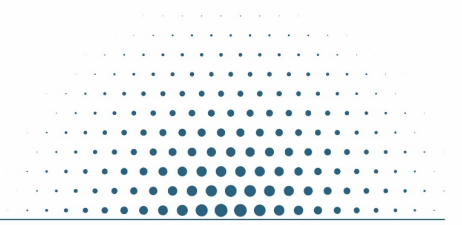


Continuous improvement

- > Use customer and audience insights as well as industry knowledge of emerging tools, trends and best practice to:
 - anticipate the needs of customers and develop effective content marketing strategies to meet them;
 - advocate for user-focussed digital experience and content design principles;
 - build the capacity of staff to understand and respond to customer needs across our digital channels; and
 - identify platform improvements, channel opportunities and to help content authors and subject matter experts develop suitable content and digital solutions.
- > Prepare performance reports across all channels and for specific campaigns as needed.
- > Provide project management and ongoing support for digital initiatives.
- > Pro-actively and independently keep up-to-date with digital best practice and emerging trends and tools including end user experience and accessibility.
- > Educate the Communications team and the wider organisation about emerging trends and innovation in content marketing, customer insights and digital communication tools.
- > Champion the development of new online technologies and represent the Communications Team in areas of digital expertise as required.

Emergency, crisis and issues management and response

- > Lead Council's response across digital channels in accordance with our emergency management and issues management guidelines and other relevant policies.
- > Act as on-call representative as needed.
- > Assist with other communication tasks and functions during an emergency or crisis response.



About You

Key Selection Criteria

1. Proven ability to develop and deliver creative and effective communication campaigns and solutions across a range of digital platforms and services.
2. Extensive experience pro-actively producing high quality digital content and managing social media communities including paid opportunities.
3. Demonstrated technical skills including web CMS, design software and publishing platforms as well as knowledge of emerging digital trends and tools.
4. Experience analysing complex data and using it to identify trends and improvement opportunities.
5. Proven ability to manage relationships in fast-paced, large and complex organisation with a diverse range of services, customers and stakeholders.

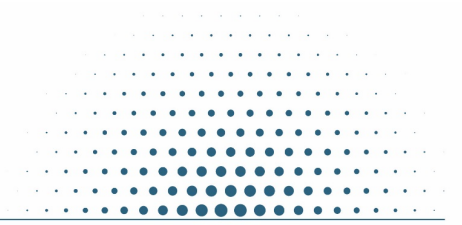
Qualifications and Experience

Essential

- > Tertiary qualifications in marketing, communications, public relations or similar qualifications or equivalent experience.
- > Excellent knowledge of contemporary communication trends, principles and techniques and experience delivering end to end campaigns.
- > Experience with web and social media publishing platforms, enewsletter production and paid digital advertising.
- > Basic design skills and sound working knowledge of Adobe Creative Cloud suite and Office applications.

Desirable

- > Strong understanding of digital engagement practices and principles and a good working knowledge of EngagementHQ/Bang the Table platform, or similar.
- > Experience managing multiple stakeholder contact lists across different spreadsheets and lists.
- > Understanding of the local government operating environment.



Position Requirements

Accountability and Extent of Authority

- > Accountable for the success of digital campaigns and projects within agreed timeframes and budgets.
- > Responsible for the efficient maintenance, improvement and operation of Council's digital platforms including websites, social media, enewsletters and marketing channels.
- > Accountable for the provision of timely, accurate, friendly and helpful service to customers on first level enquiries and for those interacting with Council more widely in social communities.
- > Respond to social media comments and messages and represent Council in digital channels in line with Council's Social Media Policy and guidelines.
- > Monitor social media channels and escalate issues as required.
- > Able to manage own workload with tight timelines and changing priorities in a complex and issues rich operating environment.
- > Able to work autonomously on regular tasks across multiple projects and simultaneously drive longer term and more complex initiatives.
- > Produce content with a high degree of accuracy and in accordance with Council's legislative responsibilities.
- > Seek approvals for content or initiatives as required by Council's policies, procedures and guidelines.
- > Provide expert specialist advice across the organisation and ensure digital activity is coordinated and integrated with wider organisational priorities and strategic objectives.
- > Represent the team in area of specialisation including relevant decision-making groups, project teams and industry networks.
- > Provide specialist advice to the Business Transformation Team to help inform and prioritise digital development opportunities.
- > Able to work independently and manage relationships to solve problems and drive projects forward.
- > Liaise with suppliers on digital design or development briefs and manage the relationship to deliver agreed outcomes.
- > Research emerging trends.
- > Build capacity of others.



Judgement and Decision Making

- > Able to promptly respond to changing circumstances and make sound decisions to ensure the ongoing efficiency and effectiveness of digital services and activities including management and monitoring of Council's social media accounts.
- > Able to pro-actively identify issues or trends for escalation within the team or to other parts of the organisation.
- > Responsible for the provision of specialist advice and information to staff in the organisation regarding e-communication issues, emerging trends, opportunities and best practice.
- > Able to research and identify opportunities for improvement, efficiency savings and problem solving.
- > Able to analyse complex information and use findings to make recommendations.
- > Able to use insights and industry knowledge to champion user-focused digital experiences.
- > Able to use judgement to produce effective content in an operating environment with a high degree of public scrutiny.
- > Responsible for meeting relevant legislative and industry code of practice requirements.

Specialist guidance and advice is usually available within the team and from industry networks and professional bodies.



Specialist Skills and Knowledge

- > Tertiary qualifications in marketing, communications, public relations (or similar) or equivalent experience.
- > Excellent knowledge of contemporary communication and engagement trends, principles and techniques.
- > Experience delivering end-to-end strategies, campaigns and projects.
- > Highly developed creative copywriting skills and ability to source, produce and adapt content for a range of digital channels and audiences.
- > Experience providing customer care through social media.
- > Experience using social media publishing platforms such as Hootsuite or Sprout Social to manage multiple accounts and content authors.
- > Sound working knowledge of enews production software, effective EDM marketing techniques and associated analytics.
- > Basic design skills and sound working knowledge of Adobe Creative Cloud suite.
- > Experience developing, executing and optimising online advertising across multiple channels.
- > Experience administering web CMS platforms and associated tools including SEO, SEM, Google Analytics and Monsido or SiteImprove (or similar).
- > Proven ability to analyse customer and audience insights across multiple channels and make recommendations based on research.
- > Basic understanding of HTML and CSS.
- > Well-developed understanding of IAP2 engagement principles, modern consultation tools, innovative engagement practices and digital engagement platforms.
- > Experience managing consultation portals and associated stakeholder databases such as Engagement HQ/Bang The Table.
- > Experience managing stakeholder contact lists across multiple decentralised databases and spreadsheets.
- > Experience with Microsoft Office suite and ability to quickly learn new systems and tools with minimal guidance.
- > An understanding public sector and Local Government operating environment
- > An understanding of where this position sits in relation to the unit and organisation's long term goals and policies

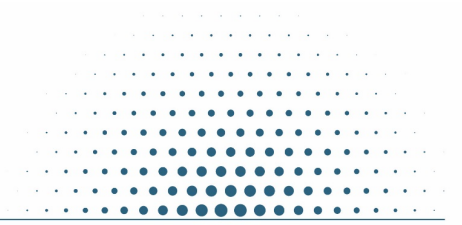


Management Skills

- > Able to forward plan, prioritise own workload, set own goals and deliver with minimal supervision and a high level of initiative.
- > Able to positively and quickly adapt to changing circumstances as priorities change or new issues or opportunities emerge.
- > Capacity to research and absorb new information quickly.
- > Able to set high standards of work for self and others and to maintain high work standards and a positive attitude when facing pressure or obstacles.
- > Proven ability to manage conflicting priorities and relationships in a complex and issues rich operating environment with tight timeframes and a high level of public scrutiny.
- > Able to anticipate problems and take pro-active steps to address them.
- > Able to work through complex situations and gain cooperation to pro-actively solve problems or mitigate risk.
- > Able to research and analyse information quickly from a variety of sources to identify trends, solve problems and recommend improvement opportunities.

Interpersonal Skills

- > Able to manage relationships in a fast-paced working environment to gain cooperation and assistance in tight timeframes and with sensitive topics.
- > Able to develop relationships to source accurate, timely and quality information to inform communication activities and responses in tight timeframes and in sensitive situations.
- > A genuine interest in the needs of the customer and the benefits that customer insights and digital platforms can bring to customer experience.
- > Able to champion user-focused digital experience, tools and platforms at all levels of the organisation.
- > Able to work with sensitive information and maintain confidentiality.
- > Comfortable with ambiguity and see it as an opportunity to influence and shape outcomes.
- > Capacity to establish and maintain relationships with industry leaders and other organisations to discuss specialist matters.
- > An adaptable and resilient team player with a positive attitude to change.
- > Proven ability to guide and mentor others in the development of digital communication skills and the use of platforms, software and tools.
- > Able to manage sometimes sensitive relationships with suppliers to ensure deadlines and budgets are met.
- > Maintain effective performance and relationships when facing pressure or resistance.



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

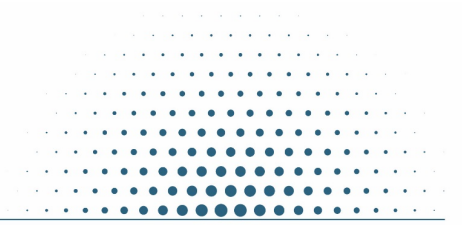
Council employees should demonstrate, respect and promote the human rights set out in the Charter of Human Rights and Responsibilities by:

- > 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.

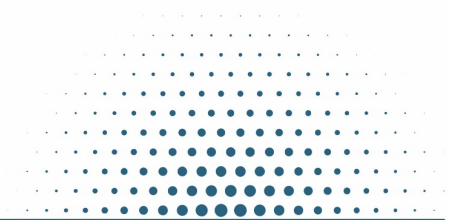
Customer Service

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

Driver 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 licence is maintained. *Loss of your driver licence may result in the termination of employment.* If your driver 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 can 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 can accrue one day off per month.

ADOs 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.

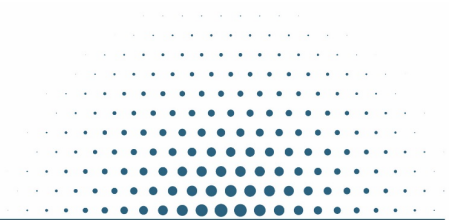
More information on Vehicle and Travel allowances can be found in the Motor Vehicle Policy.

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.