



POSITION DESCRIPTION

POSITION TITLE:	CX Web Officer				
POSITION NO:	100572	CLASSIFICATION:	Band 5		
DIVISION:	Governance, Communications and Customer Experience				
BRANCH:	Digital Communications and Marketing				
UNIT:	Digital Communications and Marketing				
REPORTS TO:	Digital Content Advisor (Web)				
POLICE CHECK REQUIRED:	Yes	WORKING WITH CHILDREN CHECK REQUIRED:	No	PRE-EMPLOYMENT MEDICAL REQUIRED:	No

Yarra City Council is committed to being a child safe organisation and supports flexible and accessible working arrangements for all.

This includes people with a disability, Aboriginal and Torres Strait Islanders, culturally, religiously and linguistically diverse people, young people, older people, women, and people who identify as gay, lesbian, bisexual, transgender, intersex or queer.

We draw pride and strength from our diversity, remain open to new approaches and actively foster an inclusive workplace that celebrates the contribution made by all our people.

POSITION OBJECTIVES

- Provide support to the Digital Content Advisor (Website) and Project Manager (Website) for the effective delivery and implementation of Yarra's new website.
- In collaboration with the Coordinator Customer Experience & Performance and the Customer Experience Branch, work with the website team to continuously improve digital Customer Experience (CX).
- Support the website team and CX branch to meet with business units across the organisation to understand their needs while implement solutions to CX issues, utilising the Council's website.
- Support the day-to-day web publishing requests, including reviewing, editing, and writing copy and content that is customer centric and in line with customer needs, brand and style guidelines, and best practice, which may include sourcing and managing digital assets.

- Support an increased use of data driven decision making and application of best practise including user centred principles, SEO and WCAG 2.2 AA accessibility compliance.
- Apply sound political judgement, creativity and initiative in all areas of the role.
- Provide administration assistance to the Advocacy, Engagement and Communications Division as required.
- Contribute to an open, creative and high achieving team environment that supports Council's Council Plan objectives and values, encourage other staff to communicate to the highest level, and meets all relevant customer responsiveness targets and OHS requirements.

ORGANISATIONAL CONTEXT

Yarra Council is committed to serving the community to the highest standards, protecting, enhancing, and improving community wellbeing.

The Advocacy, Engagement and Communications Branch is responsible for enhancing and protecting Council's public image (internally and externally) through a range of best practice communications, marketing and engagement strategies.

While the role sits in this division, it will support projects in the Customer Experience Branch. The Customer Experience Branch is the customer interface for the organisation and is responsible for delivering consistent and seamless experiences across all Council customer channels. These channels include a contact centre, two service centres, mail, social media, email and other digital platforms.

ORGANISATIONAL RELATIONSHIPS:

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|--------------------------------|--|
| Position reports to: | Website Content Advisor |
| Internal Relationships: | Staff at all levels, Customer Experience & Performance Branch, CMS users. |
| External Relationships: | External designers, printers and distributors, residents, community and business groups, other councils and representatives from other levels of government. |

KEY RESPONSIBILITIES and DUTIES:

Website

- Work collaboratively with the website team to ensure the council's website meets user needs and provides an optimal user experience.
- Respond to requests for website assistance from editors and content owners across the organisation, as a first point of contact for BAU requests.
- Write, edit and produce copy and digital content, predominately for the website, with a focus on SEO performance and accessibility standards, ensuring content caters for all audience segments and abilities.
- Use reporting tools to support data driven decision making on the performance of website and web content.
- Assist in quality assurance and content maintenance activities, including the fixing of broken links and resolution of accessibility issues.

- Contribute as a website redevelopment project team member to ensure the delivery of goals and milestones and meet deadlines.
- Support all website project activities as assigned by the Digital Content Advisor (Website) and website redevelopment Project Manager.
- Assist in the delivery of website management documentation including user guides and procedures.
- Other duties as determined by the Digital Content Advisor (Website) that contribute to the successful delivery of the council's website.

Customer Experience (CX):

- Support the website team and CX branch to meet with business units across the organisation to understand their needs while implement solutions to CX issues, utilising the Council's website.
- Support the development and implementation of CX improvements to the council website, utilising UX strategies, frameworks and services to improve website performance.
- Identify, suggest and support continuous improvement of standards, processes, and procedures that contribute to a more effective and efficient digital experiences.
- Support the Coordinator Customer Experience & Performance with special projects in-line with Council's customer experience strategy
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Team culture and relationship building:

- Contribute to a high level of customer service to internal stakeholders.
- Proactively build relationships with internal stakeholders and identify opportunities on how to better collaborate.
- Support members of the Advocacy, Engagement and Communications Division on external communications content, as required.
- Participate in all project, Division and team meetings as well as cross organisational groups recommended by the Advisor, including writing and distribution of minutes when required.
- Actively participate in Council events and cross-organisational groups that encourage staff and community wellbeing and engagement.
- Support the Digital Communications and Marketing Branch in their commitment to be an effective and respected team.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

The Digital and Website Officer is directly responsible to the Website and Digital Communications Advisor for the provision of the deliverables as specified.

- The responsibility of this role is to provide specialist support to internal clients, the freedom to act is subject to regulations and policies and regular supervision. The effect of decisions and actions taken on individual clients may be significant, but it is usually subject to appeal or review by more senior employees.

Safety and Risk

- Minimise risk to self and others and support safe work practices through adherence to legislative requirements and Council policies and procedures.

- Report any matters which may impact on the safety of Council employees, community members, or Council assets and equipment.
- Yarra City Council is committed to prioritising and promoting child safety. We adhere to the Victorian Child Safe Standards as legislated in the Child, Wellbeing and Safety Act 2005 and have robust policies and procedures in order to meet this commitment.

Sustainability

- Embrace the following Sustaining Yarra principles through day to day work:
 - Protecting the Future
 - Protecting the Environment
 - Economic Viability
 - Continuous Improvement
 - Social Equity
 - Cultural Vitality
 - Community Development
 - Integrated Approach

Yarra Values

- Behave according to the following values which underpin our efforts to build a service based culture based on positive relationships with colleagues and the community:
 - Accountability
 - Respect
 - Courage

SPECIALIST SKILLS AND KNOWLEDGE

- Highly developed oral, written and digital communication skills.
- Front-end website and content publishing skills including an understanding of CMS (preferably Sitecore), HTML, UX, and WCAG.
- Proven experience and demonstrated ability in managing website content and making data driven decisions using measurement and analytics tools such as Google Analytics.
- Ability to provide support and guidance to others with regard to website content best practice.
- Ability to provide support in the management of other aspects of digital communications such as, social media and copy writing.
- An understanding of the long-term goals of the Organisation (through the People Strategy, Gender Equity Strategy and Council Plan) as well as the goals of the Digital Communications and Marketing Branch (through the Digital and Internal Communications Strategies) and of the relevant policies of both the Division and the wider organisation.
- Demonstrated understanding of CX and UX principles.
- Ability to analyse data and customer trends to solve problems and contribute to continuous improvement of digital experiences.
- An understanding of the long-term goals of the Organisation (through the People Strategy, Gender Equity Strategy and Council Plan) as well as the goals of the Digital Communications and Marketing Branch (through the Digital and Internal Communications Strategies) and of the relevant policies of both the Division and the wider organisation.

MANAGEMENT SKILLS

- Ability to plan, prioritise and organise their own work schedule, in accordance with established timelines.
- Ability to cope with changing and conflicting demands and work independently and in a team.
- Excellent time and management skills, with competency setting priorities and planning own work.
- Ability to plan and collaborate using council approved management software and applications.
- Ability to evaluate and recommend enhancements to digital communications functions and processes.
- Ability to demonstrate innovative approaches to work systems and procedures.

INTERPERSONAL SKILLS

- The ability to communicate with staff at all levels.
- Demonstrated ability to gain cooperation and assistance from key areas, clients and other employees within the organisation in defined specialist activities.
- Ability to provide specialist advice and liaise with counterparts to discuss appropriate course of action.
- Passion for people and engaging staff through providing communications support to key business unit clients.
- Ability to confidently train others and explain complex ideas in a clear and engaging manner.

QUALIFICATIONS AND EXPERIENCE

- Experience working with website or digital content in a complex service orientated environment.
- Ability to create online content that is customer centric and aligns to customer needs.
- A tertiary qualification in Communications / Digital or a related discipline (desirable).

KEY SELECTION CRITERIA

- Experienced writer, with an eye for detail and understanding of contemporary digital communications channels. Ability to craft compelling, customer centric content for Yarra's diverse community.
- Excellent time and project management skills and proven ability to work under pressure and to tight deadlines.
- Strong digital literacy, with experience developing content for the web. Desirable to have knowledge of website or CMS management, and best practice in relation to SEO and WCAG accessibility standards, UX, information architecture, and website analytics.
- Experience in customer journey mapping and UX design principles that lead to more goal-oriented pathways.
- Ability to collaborate and build strong relationships with stakeholders at all levels, and ability to navigate complex work and political environments.