

Position Description

Position Title	Digital and Social Media Adviser
Directorate	Corporate Development
Department/Business Unit	Communications and Customer Experience
Team	Communications and Engagement
Classification	Band 6
Date	2 January 2025

Reports to:	Strategic Lead, Digital Communications & Web
Supervises:	N/a
Internal Liaison:	Teams across Council, managers, executive
External Liaison:	Digital businesses, suppliers, community groups, residents
Hours	Occasional out of hours work may be required. This will either be planned or unplanned. Unplanned work out of hours would be infrequent and confined to unexpected situations, usually where there's a significant risk to health, safety or Council's reputation. Planned or unplanned work out of hours will be compensated with over-time or time in lieu.

Position Objectives

Your primary purpose in this position is to:

- Coordinate and provide stewardship of Council's social media and digital communications functions, noting they include satellite channels with dispersed authorship across Council
- Coordinate our social media presence and content to promote our services and increase engagement
- Prepare, review and provide advice on our suite of EDMs and consider expansion of the use of SMS communications
- Prepare and coordinate content on Council's web and intranet sites to ensure they are relevant, up to date, and appropriate for target audiences.
- Regularly review Council's online presence, including the promotion of relevant policies and procedures and provide strategic advice on future directions for online communications.

Key Selection Criteria

You need these essential qualifications (or experience), knowledge and skills to carry out this position

Essential

- Degree or Diploma qualifications in a relevant communications field, or equivalent experience in social media and digital communications
- Demonstrated experience in high quality writing for web, accessibility and social media and preparation of EDM templates and regular newsletters.
- Demonstrated experience in social media content creation and cultivation of channels, with a focus on Instagram, Facebook and LinkedIn, but also on the use of short video format for

engagement.

- Experience in creating social media content from Key Messages and communications plans
- Demonstrated ability to curate a channel or account to grow reach and engagement
- Experience in the use of tools to schedule, archive and monitor social media content
- Demonstrated ability to create effective working relationships with internal teams to create and curate effective content to promote their services or messages, including the ability to train others, collaborate and convene practice groups.
- Demonstrated ability to pursue own continuous learning and maintain current knowledge of social media trends and issues, and to quickly acquire new technical skills
- Demonstrated ability to prioritise requests, review priorities and reorganise workloads to achieve professional responsibilities with agreed timeframes.

The following will be highly regarded:

- Recent experience as an administrator of Campaign Monitor and creator of templates
- Experience in updating content and creating pages in Drupal CMS
- Experience as an administrator of a Social Pinpoint account

As part of the Key Selection Criteria, you must hold and supply these licences, registrations, certificates, etc., prior to offer of employment and commencement and continue to maintain them throughout your employment in this role with Council:

- satisfactory (and ongoing) Working with Children’s Check
- satisfactory (and ongoing) Police Check

Position Specific Responsibilities & Skills

In this position, you are responsible for:

<p>Social Media</p>	<ul style="list-style-type: none"> • Convene a group of social media champions across Council who author content and look after satellite channels; providing training, maintaining access records, creating collaborative opportunities for skill sharing. • Manage Council’s corporate FB, X, Instagram and LinkedIn accounts, creating and curating content for relevance, strategic importance and engagement. • Collaborate with other channels owners for scheduling, sharing and cross promoting content. • Maintain high standards of governance around moderation, record keeping and access to social media channels.
<p>Campaign and content planning</p>	<ul style="list-style-type: none"> • Contribute to campaign and content planning, sometimes with specific Council portfolios or teams, over a year • Provide advice on purchased digital advertising to produce best value for money • Support teams to design web pages, consider information architecture and organise content in a customer-centric way. • Communications and marketing tasks as required to support Council objectives.
<p>Promoting digital-first</p>	<ul style="list-style-type: none"> • Contribute to a digital-first approach to internal and external comms, championing accessibility, contemporary digital practice, evaluation, metrics and evidence-based decision-making.

	<ul style="list-style-type: none"> • Make suggestions and provide advice on how we might continuously improve our digital engagement and communication with the Greater Dandenong audience(s), staying up to date with new technology and practice • Regularly review, write, edit and update online content, source imagery and ensure information is relevant, in customer friendly language, adheres to corporate standards and best practice. • Collaborate within the Communications & Engagement team on the creation, curation and use of visual content to support digital communications, across social media and the urban screen network
Corporate	<ul style="list-style-type: none"> • Provide regular reporting on the performance of our social media channels and on specific campaigns • Make a positive contribution to a team culture of adaptability, resilience and innovation. • Comply with procurement, credit card and financial policies and make good use of Council resources. •

Core Organisational Capabilities

We have a Core Capability framework to help everyone succeed and develop for their current and future positions. The relevant capabilities for this position are at the back.

REACH Values

Our REACH values define who we are and how we interact with others. They define how each of us should aim to operate in the workplace regardless of the role we hold. Our REACH values are at the back.

Organisational Responsibilities

Everyone at Council has the following responsibilities and obligations:

Emergency Management	<ul style="list-style-type: none"> • Help Council fulfil its emergency management obligations by assisting in emergency management activities as required
Occupational Health and Safety	<p>All employees have responsibilities to:</p> <ul style="list-style-type: none"> • Take reasonable care of their own health and safety. • Take reasonable care that their acts do not adversely affect the health and safety of other persons or themselves. • Follow policy, procedure or instructions to ensure as far as is reasonably practicable a safe workplace. • Report all incidents, injuries and near misses to their supervisor immediately and adhere to Council's occupational health, safety and return to work (RTW) policies and procedures. • Participate in health and safety training programs and initiatives.
Child Safety	<ul style="list-style-type: none"> • Understand obligations and act in an appropriate manner with and around children • Promote positive work practices with children • Establish boundaries around acceptable and unacceptable behaviour in relation to children • Adhere to reporting obligations where there is suspected or discovered child abuse
Climate Change & Sustainability	<ul style="list-style-type: none"> • Help support Council's response to the climate emergency by helping facilitate a whole -of-organisation approach where climate change mitigation and adaptation is

	embedded into all Council services, assets, operational and decision-making processes.
Compliance	<ul style="list-style-type: none"> Remain mindful of the requirements of the Victorian Charter of Human Rights at all times Manage Council records in accordance with the relevant Council policies and corporate requirements to protect personal information. Perform other duties as directed within the limits of acquired skills, knowledge, and training. At all times, take responsibility for maintaining the strictest levels of confidentiality regarding ratepayers, customers, and employees. At all times, comply with Council's Code of Conduct - Staff.
Diversity, inclusion and equity	<ul style="list-style-type: none"> Demonstrate an understanding of and the ability to work with, diversity in the workplace, including: <ul style="list-style-type: none"> zero tolerance of racism and expectations that staff will act on incidents of racism supporting Aboriginal and Torres Strait Islander children to express their culture and enjoy their cultural rights.
Gender Equality	<ul style="list-style-type: none"> Support Councils response to the prevention of violence against women and workplace sexual harassment, including by modelling acceptable behaviour, and reporting improper conduct in a timely manner.

Inherent requirements of the position

These are the essential requirements of this position:

Council has a Flexible Work Policy. All staff are required to attend the workplace for the minimum number of days specified in the Policy.

On a typical day, approximately this much time would be spent on the following activities:

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Working independently – <i>ability to utilise autonomy with respect to the processes by which tasks are completed. Little to no autonomy with respect to the work allocated to them by the supervisor</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Team based work – <i>works in a team of people and not exposed to isolation</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Communicating with others – Verbally		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Communicating with others - Written		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Focused Attention to task – <i>high levels of attention required to minimise errors and ensure accuracy</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Concentrating – <i>high levels of concentration required while completing required tasks</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Planning and sequencing tasks and activities		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Decision making – <i>required to exercise sound decision making while completing all aspects of the position</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Cognitive Requirements	Task details (typical tasks)	Frequency (% of the working day)			
		Rare/ Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Problem solving – requirement to develop sound solutions to novel or unusual problems arising during the course of the day		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reasoning – required to exercise sound reasoning while completing all aspects of the position within defined scope		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Judgement – required to exercise sound judgement while completing all aspects of the position within defined scope		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Short and long-term memory recall – ready access to documented procedures or precedents to perform requirements of the position		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Emotional resilience – exposure to stressful situations including meeting specified deadlines and production demands, general workload demands, change beyond individual's personal control and unplanned work arising from new circumstances that requires a flexible communications approach.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interruptions – frequency of interruptions to daily work plans and requirement to change work plans at short notice		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Physical Requirements

This position does not require more than 10-15% manual handling/physical exertion

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare / Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Mobility/Postures					
Sitting – stay in a seated position		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standing – standing in an upright position, moving less than 3 steps		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking – In an upright position, moving more than 3 steps		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crawling – Move on the hands & knees or by dragging the body close to the ground		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-manual handling					
Crouch/squat – To lower the body by bending forward from legs and spine, buttocks on or near the heels		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kneeling – To lower the body		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bending – To bend forward and down from the waist or the middle of the back, rounding the shoulders and back for more than 3 seconds		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reaching – Extending arms out in any direction		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Twisting/trunk rotation – Rotating the body to one side or the other without moving the feet		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Physical Requirements	Task detail	Frequency (% of the working day)			
		Rare / Never	Occasional 0 – 33%	Frequent 34 – 66%	Constant >66%
Fine manipulation/pinch grip – <i>Fingers are on one side of the object and thumb on the other, typically without the object touching the palm</i>					
Power/open hand grip – <i>Using the whole hand to grasp an object, typically used to handle large or wide objects where the fingers are extended</i>		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Writing/typing		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Climb ladders		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climb or descend stairs		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low level work – <i>Performing manual handling actions at or near ground level</i>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manual Handling					
Lift/Carry/Hold – <i>Raising or lowering an object from one level to another and holding/transporting the object using the hands, arms or on the shoulders</i>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing/Pulling – <i>Applying force to move something away or closer to one's self, including static positions</i>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kilograms of force (kg.f) – <i>Amount of force or effort required to perform a specific task or part of a task</i>		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weight requirements – lift, carry, push, pull or hold					
1-5kg		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.1 – 10kg		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.1 – 15kg		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.1 – 20kg		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift floor to hip		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift waist to shoulder		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift overhead		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pushing/pulling		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Band descriptors (as defined in Council's Enterprise Agreement)

These descriptors help to classify the position:

Accountability and Extent of Authority

The position is directly held responsible for:

- Providing specialist advice to internal and external Communications clients, subject to corporate regulations and policies and regular supervision by the Strategic Lead – Web & Digital Communications.
- Provide formal input into the development of policy within area of expertise, as well as recommending improvements to work systems and work procedures.
- Where involved in policy development, the work is usually of an investigative and analytical nature, with the freedom to act prescribed by the role's supervisor.
- 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.

Judgement and Decision-Making Skills

Judgement and decision making is within the following scope:

- The work may involve improving and/or developing methods and techniques generally based on previous experience. Problem solving may involve the application of these techniques to new

situations.

- Capacity to make independent decisions that are based on specialised knowledge and the key responsibilities of the position.
- Meet tight deadlines imposed at short notice by reorganising priorities and planning to meet new work requirements.
- Report major problems and issues that are outside the decision-making parameters of position requirements to supervisor or Manager.
- Decisions relating to significant expenditure require the approval of the Manager Communications & Customer Experience.
- Guidance and advice are usually available from the Senior Coordinator, Media & Communications, the Strategic Lead – Web & Digital Communications or the Manager Communications and Customer Experience.

Specialist Knowledge and Skills

The position requires the following essential skills and knowledge:

- Proficiency in the practice of contemporary social media and digital communications, especially within government.
- Ability to respond positively to unplanned issues and enhance the quality of communication messages prepared by other staff throughout the organisation.
- Stay abreast of related advancements in the technology and communications fields.
- Where required to manage resources, a familiarity with relevant budgeting techniques is essential.
- An understanding of the long term goals of the functional unit and of the relevant policies of both the unit and the wider organisation.

Management & Interpersonal skills

The essential position requirements include:

- skills in managing time, setting priorities, planning and organising one's own work so as to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Self motivation with the ability to work within minimal supervision, including establish working relationships with senior management and staff at all levels, as well as external suppliers.
- Demonstrate ethical leadership, including outside our team, ensuring adherence to the REACH values, equal employment opportunity, occupational health and safety and the development of others.
- The ability to gain cooperation and assistance from clients, members of the public and other employees in the administration of defined activities.
- Demonstrated ability to work in a communication's advisory capacity to staff at all levels of an organisation.
- Ability to network and liaise with counterparts in other organisations to discuss specialist matters and with other employees in other functions within Council to resolve intra-organisational problems.
- Excellent communication and customer service skills, and the ability to handle confidential information and situations in a sensitive manner.

Verification & Approvals

I certify that the content of this Position Description accurately reflects the overall role and accountabilities of the position:

	Name	Signature	Date
Occupant			

Appendix

Core Capability Framework – Team Member

Relationship Management

Develops and maintains strong and enduring relationships with colleagues and/or external stakeholders which are built on mutual respect and commitment. Ensures that all people are treated with dignity and respect regardless of gender, ethnicity, religion or sexual orientation.

- Demonstrates respect for the wide range of views and perspectives that are expressed in their teams
- Contributes effectively to team meetings
- Demonstrates commitment to team decisions
- Demonstrates respect for other team members

Planning & Organising

Thinks from a wholistic perspective and sees the patterns in the complex relationships that exist between the different parts of the organisation. Uses these insights to ensure that the organisation's human, physical and financial resources are effectively used in the achievement of the organisation's, team's or the role's agreed priorities.

- Is able to explain the relationship between own work activities and the goals and objectives of the team
- Prioritises work based on the needs of the team
- Shares relevant information as and when appropriate
- Consistently does her/his share of the work

People Development

Demonstrates a deep commitment to ongoing learning and development as fundamental to the organisation's sustained success and to the realisation of the potential of its people.

- Is active in identifying opportunities for ongoing growth and development
- Seeks feedback with a view to personal and professional development
- Looks for opportunities to grow skills and knowledge
- Is proactive in managing own career development

Future focused organisation

Is keenly aware of the social, political, economic and technological trends that impact the global and local environments and ensures these are factored into the work of individuals, teams or the organisation to deliver on the needs and expectations of the Council and the community it serves

- Incorporates key issues impacting the broader environment into the way they undertake their work
- Responds flexibly to change
- Shows resilience in times of change
- Seeks support during times of uncertainty

Outcome orientation

Demonstrates a strong commitment to a high-performance culture by constantly striving for high quality customer service outcomes and accepting responsibility for outcomes within their control

- Demonstrates a willingness to take informed risks in solving client issues
- Ensures tasks are consistently completed to the required standard
- Responds promptly and appropriately to requests for service
- Consistently follows established practices and procedures

Service focus

Ensures there is a focus on delivering work priorities to agreed quality and timeliness standards

- Is friendly and responsive to clients/customers
- Strives to deliver quality client/customer outcomes
- Deals with client/customer issues with concern and a sense of importance

Self-management

Demonstrates self-awareness through understanding own responses to a range of situations as well as understanding the impact their behaviour has on others

- Accepts personal responsibility for outcomes within their control
- Demonstrates the ability to regulate and adapt behaviour according to the circumstances and the audience
- Seeks out feedback with the purpose of reflecting on work performance with a view to self-improvement
- Models Greater Dandenong's ethical and organisational standards

Safety, health and wellbeing

Ensures that the safety, health and wellbeing of employees, contractors, service users and councillors is at the heart of the organisation's culture and the way work is organised and services delivered

- Acts decisively during times of ambiguity and pressure
- Actively participates in discussions and activities aimed at improving safety, health and wellbeing
- Takes responsibility for the personal safety, health and wellbeing of self and immediate others
- Supports and encourages colleagues to actively participate in safety, health and wellbeing initiatives

Council's REACH Values

Respectful

We respect and care about our community, each other and ourselves.

We act with integrity at all times and in all matters.

We take time to listen to and seek to understand the other point of view.

We strive to understand and respect the diversity of our community and our workplace.

We understand our role in the community and respect the responsibility that comes with

Creative

We care about getting the best outcomes.

We constantly ask: What's the future and what's possible?

We have the courage to try new ideas.

We strive for excellence in everything we do.

Engaged

We listen to our community and respond.

We work together with our community and each other, to achieve the best outcome.

We have the confidence to challenge the status quo, to reach for better outcomes.

We are action-oriented in identifying and responding to new challenges.

Honest

We tell the truth, even when we know people may not want to hear it.

We form our opinions and give advice from sound, evidence based research.

We act with humility and apply the highest standards of ethical behaviour to everything we do.

Accountable

We are proud of our city, our community and our achievements.

We spend our time and effort on solutions rather than looking for someone to blame.

We take responsibility for our actions.

