

POSITION DESCRIPTION

Position Title:	Digital and Social Coordinator	Position Code:	6-DSC
Division:	Executive Services	Grade:	G
Location:	Dubbo/Wellington	Hours/Week:	35
Reports to:	Manager Corporate Image and Communications		
No. Direct Reports:	Nil	No. Indirect Reports	Nil

Primary Purpose of Position

This position is responsible for supporting the strategic and operational management of digital and social channels across Dubbo Regional Council. The role also plays a significant role in delivering the technical success of Council's live in-house television production and live video streaming services. The key responsibilities include managing and monitoring the performance of Council's Corporate website www.dubbo.nsw.gov.au, along with the corporate social media profiles, management of Council's Web Administration Program, and training and support for Council's Social Media Authorised Officers group.

The position will drive the digital content creation for Council's corporate social and digital communities while also being able to provide strategic and tactical advice relating to digital innovations and the tools required to best communicate with target audiences internally and externally. This position is also responsible for providing guidance and advice to staff on how to best implement online promotion and engagement activities to increase digital stakeholder engagement across a wide suite of Council initiatives and programs.

In this 'hands on' role you can expect to maximise your craft in developing and delivering creative story-telling, video production, podcasting, driving online campaigns, building and coordinating the social presence for a large Council located in a popular, thriving and vibrant part of NSW. You'll work on multiple projects and issues simultaneously and work on a diverse scale of projects for numerous clients.

Key Accountabilities / Duties

Key Result Area	Primary Activities
Corporate Digital Communications and Marketing	<ul style="list-style-type: none"> Act as the custodian of Council's corporate website www.dubbo.nsw.gov.au ensuring the sites high performance on desktop, tablet and mobile devices. Act as the custodian of Council website domain and social media account registry and oversee adherence to Council's Corporate Social Media Policy and procedures. Manage content creation, editing, and scheduling to deliver high-quality, targeted and engaging content across the corporate digital communications channels. Oversee organisation-wide social community management and manage key social media channels as required.

Key Accountabilities / Duties

	<ul style="list-style-type: none"> • Design and coordinate digital advertising campaigns, online community engagement activities and email marketing for major projects while working closely with project managers. • Provide innovative strategic and tactical advice to the Manager Corporate Image and Communications to increase the optimisation and reach of Council's digital platforms. • Manage Council's Corporate Web Administration Program and work with internal stakeholders to ensure Council's online communications (social media and websites) remain relevant, accurate and engaging. • Provide monthly performance reports on digital activities and outcomes of corporate campaigns.
<p>Digital Communications capability</p>	<ul style="list-style-type: none"> • Coordinate the successful delivery of Council's in-house live television production capability with national broadcasters, and coordinate the successful delivery of Council's live video content to all corporate social and web assets. • Actively contribute to the field and studio production of video content for use in television broadcast and live streaming Council owned and operated digital assets. • Actively contribute to the photographic and image production capabilities of the team. • Actively contribute to the audio production capabilities of the team, including the production of podcasts and production of Council's audio news releases. • Coordinate the workflow and archiving for Council's in-house radio and television media monitoring services. • Provide guidance and advice to staff that successfully implements and drives online promotion and engagement activities that increase digital stakeholder engagement and reach. • Regularly meet with business areas to understand their requirements for continuous improvement and new initiatives to engage with Council's online communities. • Monitor current and emerging trends in digital media and communications that identify opportunities to enhance the organisation's overall communications and engagement activities. • Leverage and expand on strategic technology investments to maintain best practice for Council's broadcast, digital communications and engagement capabilities. • Provide client support/strategic advisory service and compliance to Council businesses/facilities in relation to new and existing websites and social channels. • Manage content contributors, provide or facilitate education/training, champion SEO and content to drive the customer experience and engagement where applicable.

Key Accountabilities / Duties	
	<ul style="list-style-type: none"> • Provide strategic advice, training and support (where required) to Authorised Social Media Officers to increase optimisation of Council's social platforms that results in increased return of investment, reach and audience engagement. • Provide ongoing education across the organisation on social media via the Social Media Users Group. • Monitor, measure, track, interpret and report on results, performance metrics, web analytics, customer online behaviour and insights to maximise experience and engagement across the organisation.
Policy and Procedure Management	<ul style="list-style-type: none"> • Custodian of Council's Corporate Website Policy. • Custodian of Council's Social Media Policy. • Drive the implementation of Council's Website Administration Program and Social Media administration system. • Assist in the development, implementation and monitoring of Council's Corporate Image, Corporate Advertising, Corporate Media and Community Participation policies.
Stakeholder Engagement and Partnerships	<ul style="list-style-type: none"> • Develop and maintain effective relationships with internal stakeholders and deliver digital communication services that best support project manager objectives. • Work closely with colleagues within the Branch to seek out and fully understand the needs and requirements of internal clients and their customers and tailor appropriate community engagement solutions. • Develop and maintain effective relationships with news broadcasters and broadcast service providers to ensure the successful delivery of Council's in-house television capability.
Corporate Communications Strategy and Action Plans	<ul style="list-style-type: none"> • Support the development and delivery of the internal communications strategy for the staff engagement across the organisation. • Provide input to the development of Council's Corporate Communications Strategy and Action Plans. • Support the delivery (including technical and digital support) of actions and initiatives aligned to the Corporate Communications Strategy.
Corporate Image and Communications Branch	<ul style="list-style-type: none"> • Where required, assist in the delivery of Branch services activities or events. • Where required, undertake production tasks, such as – video production (filming, editing and creative copy), audio production (podcasts), photography and audio post production (podcasts and advertising). • Coordinate the successful delivery of Council's live in-house video capabilities to broadcasters and all Council digital assets. • Create compelling video content that can be used across various platforms including out of home, film and television. • Write eye-catching, punchy, short form social media copy for Council's platforms. • Support as required the effective delivery of communications, community engagement or media management activities.

Inherent Requirements of the position

- Class C Drivers Licence
- This position may have to wear uniform when on trade stands, at regional meetings etc (uniform provided).
- A large majority of this role is office based, using computers/electronic systems, thus an inherent requirement of this position is the ability to complete sustained periods of work sitting at a desk utilising computers/electronic systems or other office based equipment.

The position is provided with a DRC mobile phone which must be carried at all times. Personal calls are to be reimbursed regularly

Selection Criteria

Essential

1. Diploma in communication, marketing, web, television or corporate video production, or related discipline or commensurate experience (3-4 years) in a media, marketing or communications role that extensively utilised digital communications.
2. Demonstrated skill and command of English and grammar, and experience in writing creative and concise content for digital mediums.
3. Demonstrated experience in management of websites, including administration of content management systems, effective web design principles, SEO, and analysis of site performance.
4. Demonstrated experience in the effective application of digital channels to support communication and marketing activities for a medium or large size organisation.
5. Demonstrated experience in the television or video production industry, or proven understanding and capabilities in video production, including camera, lighting, audio and post production.
6. Thorough understanding and mid to high-level experience in using the Adobe Creative suite.
7. Experience in social media management in a large and complex organisation or working environment.
8. Experience in digital campaign management including creative development and performance reporting.

Organisation Wide Accountabilities

Corporate Values	<p>All employees have a responsibility to uphold the values of Dubbo Regional Council being:</p> <ul style="list-style-type: none"> • Progressive <ul style="list-style-type: none"> ○ Be curious, courageous and committed • Sustainable <ul style="list-style-type: none"> ○ Balanced approach to growth and opportunity • One Team <ul style="list-style-type: none"> ○ Working Together • Integrity <ul style="list-style-type: none"> ○ Accountable for our actions
Work Health and Safety	<p>All employees are responsible for the Work Health and Safety (WHS) for Dubbo Regional Council and their duties, including:</p> <ul style="list-style-type: none"> • Complying with Council's WHS policies and procedures. • Working with due diligence and consideration to safeguard their own health and safety and the health and safety of others.

	<ul style="list-style-type: none"> • Reporting any potential hazards, incidents or injuries to their Supervisor or People, Culture & Safety within 48 hours. • Participating in any WHS consultation arrangements. • Complying with any Return to Work Plan if injured and supporting rehabilitation in the workplace. • Correctly using all personal protective equipment. • Complying with emergency and evacuation procedures and site rules if applicable. • The Chief Executive Officer, Directors (Officers), Managers and On-Site Supervisors have additional responsibilities as defined in the Dubbo Regional Council Work Health and Safety and Consultation Policy.
Sustainability	<p>Staff will give equal priority to improving and enhancing Council’s economic, social and environmental outcomes by integrating sustainability into all decision making processes. This includes continuously increasing efficiencies, reducing resource use, sustainable procurement, maintaining service levels and protecting our natural assets. It is expected that all staff can demonstrate awareness and participation in sustainable work practices.</p>
Code of Conduct and Equal Employment Opportunity	<p>Staff will, at all times, adhere to:</p> <ul style="list-style-type: none"> • Council’s adopted Code of Conduct. • Council’s Anti-Discrimination, Harassment and Equal Employment Opportunity Policy to foster a fair and equitable workplace free of illegal discrimination, harassment and bullying behaviour.

Acceptance:

I, _____ confirm I have read and understood the Position Description. As the incumbent of this position, I agree to work in accordance with the requirements of the position and will abide by Dubbo Regional Council's policies and procedures.

I understand this Position Description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I acknowledge that the organisation, in response to changing priorities, may vary tasks and responsibilities from time to time.

Signature:

Date: