



## POSITION DESCRIPTION

<b>Position Title</b>	Social Media and Advertising Officer
<b>Position Code</b>	1532
<b>Business Unit</b>	Corporate Services
<b>Work Group</b>	Media & Communications
<b>Position Classification</b>	Band 5
<b>Effective Date</b>	May 2021

### Our Vision

The Rural City of Wangaratta prides itself on being a community that is connected, sustainable and contemporary. We provide our community with diverse opportunities to participate in the arts, sport and recreation, and in cultural events and programs to bring them together to connect and celebrate the great place in which we live. In this context we have a vision to build the best sports, aquatics and events precinct in regional Victoria – bringing significant social, recreational, health and economic benefits to our community. Our staff enjoy the regional lifestyle and the benefits of a community situated within a gourmet food and wine region, with a wide range of outdoor adventure activities, and serviced by excellent education and health facilities. We live in a place where good things grow.

### Our Values

Our staff are our greatest asset. Our success comes from the everyday demonstration of our values, being:

- **Trust**, to have confidence in the character and competence of our work colleagues.
- **Respect**, to acknowledge all people as individuals with inherent worth and value.
- **Openness**, where we are frank, honest and accountable in our dealings.
- **Fairness**, so we treat colleagues and customers fairly and consistently.
- **Excellence**, to contribute to outstanding services, systems and relationships.
- **Enjoyment**, so we obtain personal satisfaction from our work and display our enjoyment in the workplace.

### 1. Position Objectives

Develop and deliver innovative social media campaigns and corporate advertising that proactively engages the Rural City of Wangaratta community and builds trust in Council.

### 2. Working Relationships

Reports to	Media and Communications Coordinator
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### 3. Key Responsibilities

- 3.1 Manage Council's corporate social media accounts on Facebook, Instagram, and YouTube.

- 3.2 Collate and publish Council's weekly corporate advertising, including liaising with graphic designers and uploading all public notices and related documents to Council's website [www.wangaratta.vic.gov.au](http://www.wangaratta.vic.gov.au).
- 3.3 Create engaging content for Council's digital platforms, including filming and editing of short videos, taking photos, and writing for both website and social media.
- 3.4 Design, write and finalise Council's community newsletter in collaboration with a graphic designer.
- 3.5 Promote Council's website and intranet as key communications tools, enhance their functionality and monitor Council's social media accounts.
- 3.6 Track and monitor intranet, website, and social media performance through the use of analytics and other tracking tools and provide analysis and quarterly reports on usage and functionality.
- 3.7 Advise and deliver on transitioning Council's advertising and newsletters to meet the needs of digital audiences.
- 3.8 Update Council's corporate website [www.wangaratta.vic.gov.au](http://www.wangaratta.vic.gov.au) with new documents and content.
- 3.9 Support the Media and Communications Coordinator on general media enquiries, including writing Media Releases and responding to external media requests.
- 3.10 Adherence to and promotion of Rural City of Wangaratta Communications Guidelines.

#### **4. Core Physical Requirements**

- 4.1 Capacity to, on occasion, lift items unspecified in weight within individual limits.
- 4.2 Capacity to undertake office-based activities including sitting at a desk and using a computer for extended periods.
- 4.3 Capacity to work outdoors for short periods, carrying camera equipment and adhering to the requirements of construction sites.

#### **5. Accountability and Extent of Authority**

- 5.1 The timely, accurate and efficient production of high-quality work.
- 5.2 The achievement of the key responsibility areas for the position.
- 5.3 Adherence to all relevant Council policies and procedures.

#### **6. Judgement and Decision Making**

- 6.1 Ability to judge and pre-empt community reactions when posting to social media.
- 6.2 Ability to prioritise often competing demands.

- 6.3 Confidence to take action when social media commentary is offensive/discriminatory in its content or damaging Council's reputation.

## 7. Knowledge and Skills

- 7.1 High level knowledge of social media platforms and growing trends.
- 7.2 Experience in journalism / creative writing, including the ability to write high quality content quickly and at short notice.
- 7.3 Ability to work under pressure and to meet competing deadlines.
- 7.4 Time management and work prioritisation skills.
- 7.5 Ability to project a positive image in communicating with both internal and external customers.
- 7.6 Ability to work independently and be accountable for areas of responsibility.
- 7.7 Stakeholder management skills: you must have the ability to build positive and robust internal and external relationships.

## 8. Qualifications and Experience

- 8.1 Experience in website and social media content management.
- 8.2 Experience writing high volumes of engaging content for social media and achieving growth in engagement for social media accounts.
- 8.3 Formal qualifications in Marketing, Digital Media, Communications or a related discipline, or equivalent relevant experience and professional development.

## 9. Key Selection Criteria

- 9.1 Formal qualifications in Marketing, Digital Media, Communications or a related discipline, or equivalent relevant experience.
- 9.2 Experience managing social media platforms and achieving growth in followers and engagement, with hard data showing this growth.
- 9.3 Creativity, innovation and the ability to think outside the box.
- 9.4 Experience writing content for external newsletters for both print and digital audiences.
- 9.5 Understanding of and experience using a variety of website platforms.
- 9.6 Ability to tell a story in a way that captures your audience's attention and gets across often difficult messages.
- 9.7 Excellent written and oral communication skills and attention to detail.
- 9.8 Appreciation of the role of Council in the Rural City of Wangaratta community and clear ideas about how to build community trust and engagement.

**Authorised by: Director – Corporate Services**

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**Date: 14 May 2021**

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**Employee's Signature:**

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**Date:**

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