



City of
Norwood
Payneham
& St Peters

DIGITAL MARKETING OFFICER

POSITION & PERSON DESCRIPTION

August 2017

GENERAL

Position & Person Descriptions form an important part of an integrated planning process to ensure that individual performance, and the required outputs and outcomes, align with the strategic and corporate directions of the City of Norwood Payneham & St Peters. The Organisational Values are an integral component of the organisational culture and all staff are expected to perform their duties within the framework of the Organisational Values.

The Position & Person Description also provides the basis upon which selection criteria for the position are determined.

DEPARTMENT:	Governance & Community Affairs
UNIT:	Communications
SECTION:	Governance & Community Affairs
ORGANISATIONAL RELATIONSHIP:	The Position is also expected to work in collaboration with the Economic Development & Strategic Projects Unit and the Information Services Unit.
NO. OF DIRECT REPORTS:	Nil
AWARD & CLASSIFICATION:	South Australian Municipal Salaried Officers Award and the City of Norwood Payneham & St Peters' Municipal Officers Enterprise Agreement
	Level 3
	Fixed term (12 months) contract part-time 0.63 full-time equivalent

OVERVIEW

The Digital Marketing Officer position is located within the Council's Communications Unit and is required to work closely with the Communications Officer and the Website Officer, as well as the Council's Economic Development & Strategic Projects Unit to ensure the delivery of key communications through a range of the Council's digital media platforms.

The position is predominately responsible for the delivery of the Council's social media platforms, as well as all the digital media platforms for all of the Council's Economic Development (Business) Precincts. A key component of the role is the electronic distribution of communications and promotional material associated with the Council's Economic Development activities and functions through the various digital media platforms, including but not limited to social media, websites and Electronic Direct Mail (EDMs).

As part of the Communications Unit, the Digital Marketing Officer may also be required to contribute to the delivery of the Council's website, intranet and general marketing initiatives.

A key focus of the role is to ensure digital communication is current, timely, relevant and engaging. The position is expected to proactively seek opportunities to enhance the user's experience of the Council's social media presence.

The position is responsible for delivering a strategic and coordinated digital media presence, which is not only contemporary but is also consistent and compliant with the Council's more traditional forms of communication. Through the delivery of digital media content, this position will ensure that the vision of the organisation is well represented at all times.

ORGANISATIONAL VALUES

At the City of Norwood Payneham & St Peters, all staff are committed to improving the quality of services which are provided to the community. In order to ensure that we achieve this, we have embraced the Business Excellence Framework as a mechanism for implementing continuous improvement and as part of this we have adopted a set of Organisational Values and Community Well-Being Model.

The Organisational Values (which are summarised below and attached to this document) form an integral part of the Position & Person Description.

The Organisational Values are a shared set of values to assist in guiding staff behaviour in terms of how we interact with each other and the Elected Members, as well as how we treat people in our community as part of our day-to-day operations and service delivery.

Our Values are:

<i>Our People</i>	We are passionate, committed, empowered and accountable and we recognise the contribution of others.
<i>Working Together</i>	A positive team, we work collaboratively in an open, honest and transparent environment, supporting each other to get things done.
<i>Leadership</i>	Leading by example, we all live our values, inspire each other and deliver clear and consistent direction.
<i>Excellence</i>	We strive for excellence in everything we do and we encourage innovation and quality.
<i>Integrity</i>	We demonstrate respect and honesty in everything we do and always act in the best interests of our citizens and our community.
<i>Service</i>	We seek to improve quality of life for our citizens and our community and we treat all stakeholders with respect.

POSITION OBJECTIVES

- Research, coordinate and produce high quality digital communications and marketing and promotional information, in relation to all of the Council's activities, in particular its Economic Development initiatives, for a range of digital platforms.
- Further develop the Council's Economic Development (business) digital and social media presence through the delivery of dynamic content across the various websites and social media profiles.
- Establish the Council's corporate social media profiles and deliver engaging communications to build a social media following.
- Seek opportunities to enhance the user experience of the Council's social media presence.
- Work closely with and provide support to the Council's Website Officer to ensure that the Council's digital media platforms are dynamic, contain topical and relevant content and are delivered in a timely manner.

KEY RESULT AREAS

- *Operational Responsibilities*
 1. Digital Media Communications.
 2. Efficient and Effective Digital Media Communications.
 3. Effective Working Relationships.
 4. General Duties.
- *Organisational Responsibilities*
 1. Corporate Governance
 2. Environmental Sustainability
 3. Work Health & Safety and Injury Management
 4. Organisational Values

OPERATIONAL RESPONSIBILITIES

Key Responsibilities & Key Tasks

1. Digital Communications

- Develop and distribute content for all digital mediums including, but not limited to, social media platforms, websites and Electronic Direct Mail (EDMs), as required.
- Collaborate with external stakeholders, as required, to produce speciality content.
- Review the Council's historical and current online presence; and identify potential opportunities to promote Economic Development and the business precincts within the City of Norwood Payneham & St Peters.
- Undertake research and coordinate content for social media publications and digital marketing initiatives, which may include a variety of sources.
- Leverage ongoing opportunities to promote the Council's Economic Development initiatives and precincts on social media platforms.

Performance Indicators

- Establish the Council's corporate social media profile.
- Increase the Council's and its Economic Development initiatives social media presence and community engagement through the delivery of dynamic and relevant content.
- Monitor and maintain the digital profiles of the businesses within the City of Norwood Payneham & St Peters on the Council's digital media platforms.

2. Efficient and Effective Digital Media Communications

- Establish, maintain and monitor the Council's social media profiles across various platforms for the Council.
- Monitor and maintain the digital profiles of the Council's Economic Development Precincts and economic initiatives across various digital platforms.
- Coordinate, monitor and measure electronic digital marketing campaigns.
- Coordinate, monitor and measure paid social media marketing and campaigns.
- Implement strategies in consultation with the Manager, Economic Development & Strategic Projects to create and sustain growth across the economic development and business precincts websites and social media platforms.
- Manage the distribution of Electronic Direct Mail (EDMs) to the various Business Precincts across the Council.
- Ensure consistency and compliance of the Council's online digital communications with the Council's brand, image and style guide.

Performance Indicators

- All social media communication complies with the Council's brand and style guidelines.
- Increase in the number of followers on all of the Council's social media platforms to drive customer engagement and business growth.
- Up to date subscriber database for all business precinct EDMs.

3. Effective Working Relationships

- Build effective relationships with other Units within the Council, and work with Managers and relevant staff as required, to deliver high quality digital communications.
- Develop effective relationships with external stakeholders and the business community to coordinate digital communications based on the Council's and external stakeholder's expectations.
- Be a key point of contact for the Council's social media platforms and all of its Economic Development (Business Precincts) digital platforms.
- Provide advice and information in relation to digital media, in particular social media, to internal and external stakeholders.
- Liaise effectively with key contributors and stakeholders to ensure content and material is received and delivered within required timeframes.
- Provide support to the Website Officer as required.

Performance Indicators

- Internal and external stakeholders are consulted and informed.
- Digital content is timely, accurate, and drives economic development across the City and informs the community about important initiatives, programs and services.
- Team work and customer service meets the expectation set by 'Our Values'.

4. General Duties

- Actively contribute to marketing and communications activities and other general duties of the Council, as requested.
- Provide a broad range of support into key organisational projects as requested.
- Contribute to the continuous improvement of the Council's digital marketing and website development.

Performance Indicators

- Delivery of tasks within agreed timelines.

ORGANISATIONAL RESPONSIBILITIES

Key Responsibilities & Key Tasks

1. CORPORATE GOVERNANCE

- Contribute to the development of Corporate & Departmental Business Unit Plans.
- Promote and develop the Council's image, standing and role in the community as and where the opportunity presents itself.
- Demonstrate and promote a "customer first" approach when dealing with the community.
- Contribute to the delivery of quality services and identify areas for service delivery improvement.
- Demonstrate and promote Fair Treatment and Equal Employment Opportunity Principles in the workplace.
- Contribute to the organisations continuous improvement program, Australian Business Excellence Framework (ABEF).
- Observe and uphold the Organisational Values and conduct all affairs in accordance with Our Values and Community Well-Being.
- Pursuant to the Local Government Act, Section 110, observe and uphold the Code of Conduct for Council Employees.

Performance Indicators

- Positive participation in the Corporate & Departmental Business Unit planning processes.
- Positive image of Council is portrayed at all times.
- Increase in community satisfaction with regard to the delivery of quality services.
- Increased awareness of and compliance with Fair Treatment and Equal Employment Opportunity Principles.
- Organisational values (Our Values) observed at all times.
- Participation in all ABEF programs as required.

2. ENVIRONMENTAL SUSTAINABILITY

- Consider and ensure best environmental sustainability practices in line with *Outcome 4: Environmental Sustainability*, of the Council's *CityPlan 2030: Shaping Our Future*, when undertaking duties and in the delivery of services.

Performance Indicators

- Demonstrated commitment to environmental sustainability when undertaking work-related duties.
- Timely reporting of environmental incidents as per the *Accident / Incident Report Form (WHS-02680)*.

3. WORK HEALTH & SAFETY and INJURY MANAGEMENT

- In accordance with Section 28 of the Work Health and Safety (WHS) Act 2012, while at work you must:
 - take reasonable care of your own health and safety; and
 - take reasonable care that your acts or omissions do not adversely affect the health and safety of other persons; and
 - comply, so far as the worker is reasonably able, with any reasonable instruction that is given by the Council; and
 - cooperate with any reasonable policy or procedure of the Council.
- As part of the Council's safety management system, all workers are required to:
 - report any hazards, near misses, incidents, accidents, injury or ill-health which arise in the course of, or as a result of, their work;
 - correctly use, and maintain, any clothing and equipment provided for the purposes of WHS;
 - maintain their workplace in a tidy and safe condition;
 - ensure that their safety, and that of others, is not affected by the consumption of alcohol or other drugs;
 - not interfere with, remove or displace any safety devices, guards or protective equipment unless it is part of an approved maintenance or repair procedure; and
 - actively participate in consultation and consideration of all WHS issues that are pertinent to their workplace.

Performance Indicators

- Increased awareness of, and compliance with, WHS legislation.
- Safe working practices utilised which are WHS compliant.
- Competency levels maintained and kept up-dated as required.
- Timely reporting of hazards and risks to ensure prevention is attempted at all times.
- Immediate reporting of all accidents and incidences.

4. ORGANISATIONAL VALUES

- Responsible for ensuring that the Organisational Values (Our Values) are observed at all times in the discharge of all responsibilities, accountabilities and outcomes.

Performance Indicators

- Compliance, observance and adherence to Organisational Values (Our Values) at all times.

PERSON SPECIFICATION

QUALIFICATIONS AND/OR EXPERIENCE

- A tertiary or vocational education qualification (or studying towards) in Communications, Marketing or Digital Media, or a related field is highly desirable; however demonstrable equivalent experience is also highly regarded.

KNOWLEDGE

- A sound knowledge of customer service principles.
- Working knowledge of strategic communications and the role of digital media.
- Understanding of digital media design principles.
- An understanding of the digital media environment.

SKILLS

- Ability to use digital media platforms, including social media, CMS, intranet and Electronic Direct Mail platforms.
- Ability to use Microsoft office suite of tools and other software relevant to the role.
- Ability to work with a diverse range of people.
- Ability to build relationships and rapport with others.
- Ability to work to multiple deadlines independently and as a member of a team.
- Strong Customer Service ethic.
- Excellent written and verbal communication skills.
- Ability to adapt writing style, tone and voice for different audiences.
- Ability to create, monitor and measure EDM campaigns.
- A high level of attention to detail.
- Self-motivated and driven, with a desire to learn and grow.

EXPERIENCE

- Proven ability to effectively execute communications and digital media strategies, in particular social media.
- Experience in researching and writing customer focussed editorial.
- Experience in using social media as a tool to connect with audiences.
- Experience with Google platforms including Analytics and AdWords.
- Demonstrated experience in working in a marketing and/or communications and/or social media environment is essential.
- Experience in working within cross organisational teams is desirable.
- Experience in using Mail Chimp.

DELEGATION & AUTHORITY

- As set out in the relevant Delegations Schedule as approved and varied from time to time by the Council.

JOB REQUIREMENTS

- National Criminal Record (Police) Clearance.
- Completion of training & attainment of skills applicable to Award Classification.
- Attend training courses and other relevant staff development courses and maintain competency levels.
- Complete duties as requested and within the timeframes allocated.
- Some work out of hours may be required.

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August 2017**



DATE POSITION CREATED: 17 August 2017

DATE CURRENT INCUMBENT APPOINTED:

DATE CURRENT INCUMBENT TO COMMENCE:

EMPOWER REVIEW SCHEDULED FOR:

AGREEMENT:

This Position & Person Description accurately reflects and describes the responsibilities, accountabilities, duties, skill requirement and the expected outputs and outcomes for the position of Digital Marketing Officer.

APPROVED BY:

Mario Barone
Chief Executive Officer

Date

Lisa Mara
General Manager, Governance & Community Affairs

Date

This Position & Person Description which reflects and describes the responsibilities, duties, skill requirements and the expected outputs and outcomes for the position of Digital Marketing Officer has been read and agreed to by

Digital Marketing Officer

Date

Our Values Behaviour Statements

Individual Behaviour

Organisational Behaviour

Our People

We are passionate, committed, empowered and accountable and we recognise the contribution of others.

Our People

- I take responsibility for my own actions.
- I commit to being approachable, positive and contributing 100%.
- I am thoughtful, respectful and interested in others.

Our People

- We engage with and have confidence in the ability of Our People.
- We appreciate differing work/life balance requirements.
- We encourage Our People to seek career-relevant opportunities for personal and professional development.

Working Together

A positive team, we work collaboratively in an open, honest and transparent environment, supporting each other to get things done.

Working Together

- I offer praise and encouragement to my peers.
- I pull my own weight and willingly contribute to share the load.
- I commit to listening and being open to new ideas.

Working Together

- We are aware and respectful of individual skills, needs and abilities.
- We are committed to removing barriers and silos.
- Communication is a key element of effectively working together.

Leadership

Leading by example, we all live our values, inspire each other and deliver clear and consistent direction.

Leadership

- I am a role model and I demonstrate this in my daily behaviour.
- I make time for all others.
- I provide and am receptive to constructive feedback.

Leadership

- We offer support and encouragement.
- We are consistent in our leadership and sustainable decision-making.
- Our expectations are reasonable and we provide clear direction.

Excellence

We strive for excellence in everything we do and we encourage innovation and quality.

Excellence

- I take pride and ownership in my work.
- I aim to be the best I can be.
- I am willing to go above and beyond.

Excellence

- We recognise and celebrate high achievement and innovation.
- We are committed to the Australian Business Excellence Framework (ABEF).
- We seek and foster the best in Our People.

Integrity

We demonstrate respect and honesty in everything we do and always act in the best interests of our citizens and our community.

Integrity

- I am open, honest and reliable.
- I am respectful of others opinions.
- I am efficient, effective and outcome focused.

Integrity

- We offer a safe and supportive working environment.
- We are open, honest and transparent in all our business endeavours.
- We are the role model for our community.

Service

We seek to improve quality of life for our citizens and our community and we treat all stakeholders with respect.

Service

- I understand and uphold the 'big picture' service of our organisation.
- I am empathetic and adaptable to customer needs.
- I am willing to assist wherever possible.

Service

- We have the right people in the right jobs.
- We engage with our community to understand their needs.
- We are committed to best quality customer service.



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