



Position Description

Position Details

Position Title: **Digital Media Strategist**

Position number: **24924**

Classification: **Level 6**

Status: Full-time Part-time Casual

Tenure: Permanent Temporary: end date:

Award/Agreement: *Public Sector Award (PSA) and Public Service and Government Officers' General Agreement (PSGOGA)*

The Department

The Department of Planning (the Department) has state-wide responsibility for advising the Minister for Planning, the Western Australian Planning Commission (WAPC) and other stakeholders regarding strategic and statutory planning relating to planning for future communities. The Department plays a vital role in improving the quality of life of all Western Australians.

The WAPC is the statutory planning authority with state-wide responsibilities for urban, rural and regional land use planning and land development matters. The WAPC responds to the strategic direction of government and is responsible for the strategic planning of the State.

Our Ethics and Values Guide Our Behaviour

Our Values

Leadership - Integrity - Responsiveness - Respect - Innovation - Collaboration

Public Sector Code of Ethics

Personal Integrity - Relationships with others - Accountability

Job Summary

Key function and responsibility of the position

This is a role that requires:	Manages the content and development of the Department's e-communications platforms and provides advice and guidance on all online communications strategies. Works collaboratively with external service contractors, key internal content managers and communications staff to ensure an integrated approach to all online communications activities across the Department.
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Duties of the Position

Position Specific Duties - technical duties that relate to this role

eCommunications

1. Manages the content and development of the Department's e-communications platforms and provides advice and guidance on all online communications strategies.
2. Works collaboratively with external service contractors, key internal content managers and communications staff to ensure an integrated approach to all online communications activities across the Department.
3. Liaises with key agency staff and content providers and manages regular reviews of existing content and where appropriate identifies new content.
4. Develops policies and procedures associated with publishing accessible content on the Department's websites in consultation with key stakeholders.
5. Explores opportunities in the social media environment to build on existing communications and community engagement tools.

Web design, development and production

6. Implements design and functionality to create effective online communication tools.
7. Promotes best practice in the use of online communication tools through monitoring industry trends and identifying opportunities to improve the Department's e-communications service delivery.
8. Works collaboratively with communications officers as required to deliver effective online communications campaigns.
9. Liaises with internal clients to identify requirements for developing, updating and the ongoing maintenance of the Department's websites and to ensure consistency in website design and the application of corporate styles.

Content management

10. Develop policies and procedures for ongoing web maintenance and intranet sites associated with e-communications to ensure compliance.
11. Coordinates and assists with the preparation of copy and publication of new content for the internet and intranet.
12. Implements editorial strategies for internal and external communications through monitoring style and content for site functionality and manages corrective actions as necessary.
13. Maintains awareness of relevant trends and issues in electronic communication matters pertaining to the Department's responsibilities.
14. Operates within the Department's corporate governance framework, policies and procedures.
15. Undertakes other duties as required.

Selection Criteria

Experience, skills, competencies and knowledge relevant to the position

1. Demonstrated experience in the use of web development and design tools, across a range of Content Management Systems in organisational environments.
2. Knowledge of and experience in the development and implementation of service delivery and e-communications strategies in large organisations, preferably within State Government agencies.
3. Ability to develop and implement innovative solutions and creative responses to e-communications projects.
4. Well-developed written communication skills including the ability to present information in an effective and concise style in an e-communications environment.
5. Well-developed planning and organisational skills with the ability to meet agreed timelines and/or deadlines, working effectively with the team in a communications environment.

Generic Criteria - to be demonstrated in accordance with the capabilities and outcomes listed above

6. **Shapes and manages strategy**

Supporting shared purpose and direction, thinking strategically, showing judgement, intelligence and common sense, harnessing information and opportunities.

7. **Achieves results**

Taking responsibility for managing projects to achieve results and identifying and using resources wisely, building and applying professional expertise, responding positively to change.

8. **Builds productive relationships**

Nurturing internal and external relationships and listening to, understanding and recognising the needs of others, valuing individual differences and diversity, sharing learning and supporting others.

9. **Exemplifies personal integrity and self-awareness**

Adheres to the Code of Conduct, acts with integrity and behaves in a professional and ethical way.

10. **Communicates and influences effectively**

High level written and verbal communication skills with the confidence to select the appropriate medium to convey information to the audience's level of knowledge, skills and experience..

Reporting Relationships - where this position sits in the Department

<p>Strategic Advisor, P24777</p> <p>↑</p> <p>Reports to:</p> <p>THIS POSITION</p> <p>↓</p> <p>Positions under direct supervision:</p> <p>Digital Media Officer, L5,</p>
<p>Division: Office of the Director General</p> <p>Directorate: Office of the Director General Executive Support</p> <p>Branch: Communications</p> <p>Location: 140 William Street, Perth, WA, 6000</p>
<p>Special Conditions: -</p>

Certification and Version Control (Registration of Position Description)

The Position Description describes the current requirements and responsibilities of this role.

Manager Name:	<u>JENNIFER BASSETT</u>	Signature:	<u>J. Bassett</u>	Date:	<u>20/6/16</u>
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