



## COORDINATOR DIGITAL COMMUNICATIONS

Position Number: 6465 - Level: 6

ANSZCO: 225311

### JOB DESCRIPTION FORM

#### THE ROLE

Coordinates digital communications campaigns, strategies and activities within the Media and Corporate Communications team; works in collaboration with DFES' stakeholders and business units to design, develop and implement digital communications and social media programs.

#### REPORTING RELATIONSHIPS

##### ORGANISATION STRUCTURE:

##### CORPORATE SERVICES

Media and Corporate Communications

##### THIS ROLE REPORTS TO:

Role: Manager Digital Communications Level: 7

##### POSITION THAT REPORT TO THIS ROLE:

Level 4 Digital Communications Officer x 2

#### ABOUT US

As Western Australia's leading hazard management agency, the Department of Fire and Emergency Services performs a critical role coordinating emergency services for a range of natural disasters and emergency incidents threatening life and property.

Supported by an extensive network of volunteers and career workers, DFES works together with the community and government to prevent, prepare for, respond to and recover from a diverse range of emergencies.

## SPECIFIC RESPONSIBILITIES

*Employees are required to undertake all duties and responsibilities in accordance with the Department's Code of Conduct, Policies/Procedures and relevant legislation.*

### Digital Communications Coordination

- Provides strategic advice and project assistance to the Manager, Digital Communications and contributes to the development and review of DFES' digital communications function, policies, procedures, guidelines, strategy and frameworks.
- Plans, coordinates, implements and evaluates digital communications and social media strategies, campaigns and activities, across a range of online platforms that are appropriately aligned with DFES' strategic priorities and communication strategies.
- Undertakes audience research to help develop digital communication strategies to grow DFES audiences.
- Researches and assesses emerging trends in technology to inform the strategic direction and expansion of DFES' digital footprint.
- Engages stakeholders in the benefits of digital communications and social media platforms that support DFES' business practices, where appropriate.

### Team Coordination

- Coordinates and supports the day to day work commitments of the Digital Communications team, with particular focus on social media publication, monitoring and intelligence gathering.
- Proposes and implements innovative strategies, solutions and creative responses to digital communications problems and/or opportunities.
- Coordinates the development of a virtual team of voluntary Social Media Officers.
- Prepares analysis, written reports, and other correspondence related to the coordination and administration of the digital communications function as required.
- Assists Digital Communications Officers in collaborating with business units to develop and publish online content through social media channels.

### Administration

- Supports the Manager, Digital Communications in managing contracts and/or relationships with external organisations/suppliers/contractors for the provision of services/products/tools related to digital communications and social media platforms.
- Monitors digital communications and social media usage, effectiveness and compliance across DFES and, as required, develop written reports on findings and makes recommendations. Proposes solutions to address reputational, corporate and/or operational risks.

### Other

- Undertake other duties as required.

## SELECTION CRITERIA

*Applicants should demonstrate their capacity to meet the following criteria which should be read in conjunction with the specific responsibilities of this role.*

### ESSENTIAL PRE-REQUISITE

1. Tertiary qualification in relevant field (Social Media, Communications, Media or Journalism)

## ESSENTIAL

1. Proven project management and coordination skills to plan, develop and implement strategic communications projects and initiatives (preferably within a digital communications/social media/public relations/marketing/media environment).
2. Experience in developing and managing online content, social media strategies and campaigns, or related communications activities.
3. Demonstrated high level written and verbal communication skills with the ability to confidently present messages in a clear, concise and articulate manner.
4. Experience in team management.
5. Demonstrated conceptual and analytical skills.

## DESIRABLE

1. Demonstrated experience in communications within an emergency services context

## POSITION INFORMATION

**LOCATION:** 20 Stockton Bend, COCKBURN, WA 6163

**SPECIAL CONDITIONS:** The Department is an emergency services organisation and all employees may be required to work outside of normal business hours to assist with emergencies.

## CERTIFICATION

*The details contained in this document are an accurate statement of the duties, responsibilities and other requirements of this position.*

Authorised and signed by:

A/ **DIRECTOR MEDIA AND CORPORATE COMMUNICATIONS**

Name: IVANA GROZ-BOOTSMA

Signature: 

Date: 20/9/2016

**MANAGER RECRUITMENT AND PAYROLL SERVICES**

Name: Paul Critchison

Signature: 

Date: 20/09/16

## JDF REGISTRATION

This Job Description Form (JDF) was registered by

Name: SUE KELLES

Signature: 

Title: RECRUITMENT COORDINATOR

Date: 20 - SEPTEMBER - 2016

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