



Senior Digital Content Producer

POSITION DESCRIPTION FORM

Region / Portfolio:

Media and Corporate Communications

Directorate / Command / District / Division:

Media and Content

Work Unit:**Position Description Number:**

Generic 674

Level:

Level 5

Employment Conditions

Industrial Agreement/Award: Current PSA, PSCSAA and if applicable Agency Specific Agreement

Work Pattern: Shift work: As per relevant industrial agreement

Location: East Perth

Position Objective

Leads complex digital content design and creation for use on Western Australia Police Force online resources, including the authorised WA Police Force website and social media accounts, and for provision to mainstream media, as part of coordinated public awareness strategies. Contributes to the development of a concept through to the final product and delivery, for productions and promotions related to strategic campaigns. Manages the deployment of other Media and Content Division resources for specific projects.

Role of Work Unit

Media and Content produces and manages digital materials to drive and complement public information provided to the community via social media, online resources, internal publications and mainstream media. The team works closely with other specialist staff in the Media and Corporate Communications Directorate, namely Police Media Unit and Corporate Communications, and strives to provide a professional and timely service to support operational and corporate demands. The team is innovative and agile, and will flex with the demands of the day. The material generated by the team is crucial to driving and enhancing public messaging and events, which builds upon the agency's reputation as exceptional and credible with the community it serves.

Reporting Relationships

This position reports to:

- Senior Digital Communications Officer, Level 6

Direct reports to this position include:

- Nil

Total number of positions under control: May vary depending on project undertaken

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Key Accountabilities

1 Digital Content Management (80%)

- 1.1 Participates with senior representatives and/or working groups in establishing agency strategies, for the progress of internal and external productions and promotions, related to strategic campaigns impacting the agency.
- 1.2 Leads the conception, design and development of complex programs for production, inclusive of conceiving new methods, for any range of matters impacting the agency, particularly those of operational and corporate importance.
- 1.3 Manages the deployment of other Media and Content Division resources for specific projects, including equipment, software and personnel.
- 1.4 Manages relevant staff and stakeholders involved in production delivery.
- 1.5 Provides subject matter expertise and is a primary point of reference within the agency for production.
- 1.6 Drives and delivers complex filming and production tasks, both independently and within a team, to effectively present and communicate matters of operational and corporate significance.
- 1.7 Conducts independent research, analysis and consultation with a variety of WA Police Force staff to understand and deliver complex emerging communication objectives.
- 1.8 Identifies, utilises and manages deployment of equipment and resources necessary to produce digital communications materials to a standard suitable for dissemination across online platforms, social media accounts and provision to mainstream media.
- 1.9 Maintains awareness of news and current affairs, in addition to emerging online and social media trends and issues.
- 1.10 Stays abreast of new methods, standards and development within the industry and ensures personal capability in this regard.
- 1.11 Supports associated Media and Content Division functions.

2 Online Publication (15%)

- 2.1 Develops strategies and implements, through the publication of messages, images and video to the public via online platforms including websites, intranet, and social media.
- 2.2 Assists in moderation of posts on the agency's social media platforms.
- 2.3 Contributes to enhancing the WA Police Force's digital communications platforms.

3 Other (5%)

- 3.1 Understands and complies with information security policies and procedures to ensure information holdings/systems are kept confidential and utilised accurately and reliably.
- 3.2 Demonstrates and advocates a high level of ethics and integrity in accordance with the agency's professional standards and Code of Conduct including reporting wrongdoing.
- 3.3 Undertakes other duties as directed.

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Work Related Requirements

Essential

Experience in leading complex filming and video production

Context in which work related requirements will be applied and or general standard expected.

Leading the establishment of emerging productions and strategic promotion campaigns. Understanding strategic thinking for projects. Leading and undertaking the design, development and delivery of any range of productions. Distributing materials across multiple platforms to suit strategic communications objectives.

Conceptual and analytical skills

Conceiving and generating ideas to amplify messaging based on strategic communications objectives. Analysing information to incorporate into communications materials.

Planning and project management skills

Initiating and coordinating the planning and delivery process, including the management of various resources, equipment and events. Establishing and delivering productions within tight timeframes. Undertaking and coordinating project work from concept to production stage.

Communication skills

Preparing materials to amplify public messaging across various platforms, including websites, social media accounts and to mainstream media. Leading within a team environment. Liaising with internal and external personnel. Interviewing talent. Using tact and reasoning while producing. Communicating corporate messages both internally and externally within a large organisation.

Organisational skills

Managing logistics around the production process to meeting deadlines. Prioritising and working on several projects simultaneously. Using initiative, making decisions on tasks, and assisting and working cooperatively with others.

Desirable

Possession of a current WA motor drivers licence class "C" or "C-A"

Driving independently to and from site locations.

Capability Framework

The framework is intended to support staff and supervisors through the performance cycle and identify core competencies relevant to the rank and/or classification level.

Leadership Context

We believe all our people are leaders irrespective of their role. We consider this as critical to our success and, to support this, we have adopted [Leadership Expectations](#) which provides a common understanding of the mindsets and expected behaviours required of all our employees and the public sector.

The leadership context for this role is **Leading Others**.

Certification

These details are an accurate statement of the duties, responsibilities and other requirements of the position.

Position Title and Work Unit	Name	Date
A/Organisational Design Consultant Organisational Design and Analysis	Pamela Soares	14/01/2025
Assistant Director Media and Content	Luke Eliot	14/01/2025