

JOB ROLE STATEMENT

DIGITAL COMMUNICATIONS OFFICER LEVEL 4

DIRECTORATE STRATEGY AND COMMUNICATIONS
BRANCH STRATEGIC COMMUNICATIONS **POSITION NO** P0063104 / P0063107

KEY RESPONSIBILITIES

Develop and implement communication plans and initiatives to deliver integrated, consistent, timely and accurate communications via Main Roads' digital channels.

KEY DELIVERIES

Digital Communications

- Develop and implement operational communication plans for internal stakeholders' for major events and roadworks and deploy communications across Main Roads' digital channels.
- Create and deliver integrated, consistent, timely and accurate digital communications by using the Content Management Systems (CMS) and Customer Relationship Management (CRM) System and digital media platforms.
- Provide web content to support to the Strategic Communications team and other internal customers to ensure timely and accurate project and program information via Main Roads' external digital channels.
- Assist the Manager in developing and implementing online communication practices and procedures for the delivery customer focused digital communications and self-service options.
- Contribute to and support initiatives that promote and encourage the use of online communication tools by internal stakeholders to meet their business objectives.

Customer Focus

- Analyse and evaluate customer feedback to improve online and digital customer focused communications and service.
- Create, implement and monitor communication campaigns across Main Roads' digital channels and social media.
- Facilitate the implementation of policies, guidelines and procedures for the digital channels.
- Assist the Manager in the development of training programs and manuals for delivery of online campaigns and content.
- Facilitate training in website content management, guidelines, practices and procedures.
- Assist the Manager in the development and deployment of new communication channels and self-service digital solutions.
- Provide ad-hoc user support in the use of online tools and the delivery of online content.
- Provide advice to customers, stakeholders, cross government agencies and special interest groups in relation to digital communication matters.

Project Management

- Facilitate and co-ordinate digital service initiatives and projects.
- Prepare briefs, engage and manage consultants.
- Facilitate specific research projects relating to the provision of a valuable and consistent customer service experience through the use of digital and online technologies.
- Research industry trends and developments in the digital environment and assist in the evaluation of benefits and suitability for Main Roads.

Stakeholder Relationships

- Build and enhance working relationships with a variety of internal and external stakeholders including the customers across Main Roads and other State Government agencies.
- Prepare and deliver presentations on digital communication applications and benefits to cross-directorate working groups and committees.
- Participate as a member of relevant committees and working parties related to digital communications.

SAFETY, HEALTH AND WELLBEING (SHW)

Responsible for active participation and performance to SHW standards as detailed by the Main Roads' Safety, Health and Wellbeing (SHW) Management System - refer to "SHW Roles and Responsibilities Procedure" on 'iRoads' intranet.

LOCATION

Main Roads is a regionalised organisation with key delivery centres operating from the Kimberley to the Great Southern regions, including the metropolitan area. The incumbent of this position may be required to undertake a role in a region for a period of time.

DYNAMIC RESOURCING

The incumbent of the position may be required to perform any other role within the incumbent's level of skill, competence and responsibility as directed by the Managing Director of Main Roads to meet the organisation's objectives and the incumbent's development.

REPORTING RELATIONSHIPS

This position reports to:

(A) TITLE AND LEVEL	LEVEL 6	POSITION NO
DIGITAL COMMUNICATIONS MANAGER		P0063089

DIGITAL COMMUNICATIONS OFFICER LEVEL 4

POSITIONS UNDER DIRECT SUPERVISION

List the position numbers, titles and levels of positions directly supervised

TITLE and LEVEL

POSITION No

CATEGORY

NUMBER

Salaried, Wages

TOTAL

ALL POSITIONS UNDER CONTROL

State number of positions only

SELECTION CRITERIA

ESSENTIAL:

- Sound skills, knowledge and experience in:
 - developing and delivering operational communications plans for organisational stakeholders through digital and online communication channels
 - research, analysis and problem solving
 - project management
 - building and enhancing stakeholder relationships
 - provision of a valuable and consistent customer service experience through the use of digital and online technologies
 - facilitating and delivering presentations
- Knowledge of:
 - the use of a content management system, customer relationship management system, social media platforms and databases
 - policies and practices on Occupational Safety and Health, and on EEO, diversity and equity

DESIRABLE:

- A Diploma in Marketing.

CERTIFICATION

1. The details contained in this Job Role Statement have been reviewed and conform to Main Roads guidelines.

SIGNATURE

BRANCH/SECTION HEAD

DATE

24-3-16

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

SIGNATURE

EXECUTIVE DIRECTOR

DATE

24-3-16

3. The details contained in this document have been reviewed and conform to Main Roads guidelines.

SIGNATURE

MANAGER HR BUSINESS

DATE

29/3/16