Government of Western Australia
Department of Fire & Emergency Services

DFES
Department of Fire & Emergency Services

DIGITAL COMMUNICATIONS OFFICER
Position Number: 6466 & 6467 Level: 4
ANZSCO: 313112

JOB DESCRIPTION FORM

THE ROLE

Contributes to and assists with the delivery of the DFES digital communications and social media function as part of the Media and Corporate Communications Directorate; and works in collaboration with other members of the Directorate and various stakeholders to plan, develop, implement and coordinate digital communications and social media activities.

REPORTING RELATIONSHIPS

ORG STRUCTURE

CORPORATE SERVICES
MEDIA AND CORPORATE COMMUNICATIONS
DIGITAL COMMUNICATIONS

THIS ROLE REPORTS TO

Role: Coordinator Digital Communications Level: 6

POSITIONS THAT REPORT TO THIS ROLE

Role: Nil

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.

DESCRIPTION

Digital Communications

Assists the Coordinator Digital Communications to develop, implement and evaluate digital communications and social media projects, initiatives and activities.

Uses approved social media management tools to identify and respond to questions and queries from stakeholders posted to DFES social media platforms.

Carries out research and reporting on digital communications and social media performance and other issues as required.

Work in collaboration with other members of the Digital Communications Team to implement continuous improvement projects, initiatives and strategies.

Provide advice and training to DFES' business units on DFES' social media policies, procedures and guidelines.

Content Management and Publication

Assists the Coordinator Digital Communications to plan, prepare and coordinate the publication of online content across a range of digital communications and social media platforms.

Ensures content aligns to DFES digital communications strategy, Social Media Policy and guidelines and other DFES policy, procedures and guidelines.

Uses social media management and analysis tools to evaluate and improve the effectiveness of content publication against DFES' digital media performance indicators.

Liaise with stakeholders across DFES, including DFES Media and Corporate Communications, other business areas, volunteers, associations and other stakeholders.

Monitoring

Applies and uses tools to monitor social media activity in line with DFES' Digital Communications strategy, Social Media Policy and guidelines.

Identifies and reports on corporate and operational issues, trends and risks as well as opportunities for improved communications.

Monitor social media for operational intelligence and works with DFES operational units to support operational outcomes.

Monitor and reports on digital communications and social media usage, effectiveness and compliance across DFES.

Conduct research on best practice social media in an emergency management context, as required. This includes identifying and reviewing new tools, technologies and methodologies and proposing improvements to Digital Communications team operations.

Administration

Under the guidance, of the Coordinator Digital Communications, coordinates and records payment of invoices; prepares documents, participates in procurement of services and any other administration as required.

Assist the Digital Communications Coordinator in liaison and relationship management with vendors and service providers.

Other

Undertake other duties as required.

Participate in an on-call social media roster, including out of hours and weekend work 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.

PRE ESSENTIAL CRITERIA

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

ESSENTIAL CRITERIA

1. Demonstrated experience to create, develop and implement digital and social media activities.
2. Proven experience in working independently, using initiative and judgment to meet deadlines.
3. Proven verbal communication and interpersonal skills including the ability to work cooperatively with external stakeholders in a team environment.
4. Proven experience in external communications with highly developed written communication skills.

DESIRABLE CRITERIA

1. Demonstrated experience in communications within an emergency services context.

POSITION INFORMATION

LOCATION: Cockburn Central

SPECIAL CONDITIONS: The Department is an emergency services organisation and all employees may be required to work business hours or 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 & CORPORATE COMMUNICATIONS**

Name: IVANA OROZ-BOOTSMA

Signature: [signature]

Date: 20/9/2016

MANAGER RECRUITMENT & PAYROLL SERVICES

Name: Paul Critchison

Signature: [signature]

Date: 20/09/2016

JDF REGISTRATION

This Job Description Form (JDF) was registered by

Name: Sue Eccles

Signature: S Eccles

Title: Recruitment Coordinator

Date: 20 - September - 2016