Department of
**Primary Industries and
Regional Development**

GOVERNMENT OF
WESTERN AUSTRALIA

Job Description Form (JDF)

Position details

Position title: Digital Content Coordinator

Position number: 70180147

Classification: Level 5

Physical location: Perth Metropolitan Area

Award: PSA 1992

Agreement: PSGOCSAGA 2017

Directorate: Communications

Branch: Corporate Communications

Reporting relationships

Reports to: Manager Corporate Communications, Level 7

                     This position

Direct reports: Nil

Role summary

Coordinates the development, implementation, operation and maintenance of the Department's internet and intranet business and information presence and expands the use of web related technologies. Provides advice and expertise to deliver timely and high-quality digital content, multimedia assets and online services that align with best-practice approaches and adheres to the Department's and government's policies and standards.

About us

The Department of Primary Industries and Regional Development's (DPIRD) role is to ensure that primary industries and regions are key contributors to the Government's agenda for economic growth and diversification, job creation, strong communities and better places. Our goals are to:

- **Protect**: to manage and provide for sustainable use of our natural resources and soils, and to protect Western Australia's brand and reputation as a reliable producer of premium, clean and safe food, products and services.
- **Grow**: to enable the primary industries sector and regions to increase international competitiveness, grow in value and social amenity and become a key pillar of the State's economy.
- **Innovate**: to support a culture of scientific enquiry, innovation and adaptation across primary industries and regions to boost industry transformation, economic growth and employment.

Our values

Our values are critical in creating a healthy and dynamic culture that helps each and all of us to make our best contribution, to develop a workplace where we feel excited about our work and results and where other people will increasingly want to join our team. Our values underpin how we operate:

- We value **relationships** - Our relationships with our clients, colleagues and stakeholders are at the heart of everything we do
- We are **resilient** - We recover from setbacks, embracing and adapting to change because we have a clear focus on the big picture and long term impact
- We are **responsive** - We understand the needs of our clients, colleagues and stakeholders and add value by tailoring our solutions accordingly
- We focus on **results** - We strive to develop and provide excellent services that delivers meaningful results to the community we serve.

Key responsibilities

The key responsibilities of the role include, but are not limited to, the following:

Web Development, Management And Support

- Under the direction of the Corporate Communications Manager, plans, develops and implements web (internet and intranet) communications strategies and projects to meet organisational objectives.
- Develops web based facilities, including digital tools and templates to support digital communications, as required.
- Develops and implements the architecture, technical design and development of significant aspects of the websites.
- Coordinates content development and conduct analytics to continually improve the Department's digital delivery channels, ensuring information is accurate, engaging, accessible and coordinated to deliver a streamlined client/stakeholder experience.
- Analyses the use and effectiveness of existing systems and supports processes in order to improve the level of service available and the responsiveness of the service.
- Proactively identifies issues and develops new and innovative approaches to departmental web-based and digital communications.
- Facilitates the application of mobile-first and customer-centric service design principles in the planning, delivery and assessment of all digital communication

projects, including the application of usability testing, accessibility standards, insights and analytics.

- Coordinates the development, maintenance and improvement of effective work practices for the approval, review and regular maintenance of digital communications content across a variety of formats, including the development and review of training materials.
- Provides support to staff in the ongoing usage of the web content management system, as appropriate.
- Monitors and responds to feedback, requests and suggestions relating to the department's digital channels.
- Ensures website development complies with WA Government Website Governance Framework and the Web Content Accessibility Guidelines (WCAG) 2.0.

Business Development Using Web Related Technologies

- Provides timely and accurate advice to internal clients and business areas in relation to best-practice web design and development, accessibility requirements, industry guidelines and whole-of-Government standards.
- Researches and assesses emerging trends in technology to inform the strategic direction and expansion of the Department's digital footprint.
- Works collaboratively with departmental staff and external suppliers to establish website development, scopes web projects, defines business requirements and develops creative and practical solutions.
- Identifies opportunities and recommends expansion or efficiency modifications to the Department's web presence to enhance business processes.
- Works collaboratively with the Corporate Communications Manager 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.

Policy, Procedures and Service Delivery

- Participates in policy, planning and standards development and takes responsibility for working consistently with them.
- Promotes, upholds and complies with the Department's brand guidelines.
- Contributes to, and participates in the delivery of communications associated with incident management as required.
- Contributes towards monitoring digital communications and social media usage, effectiveness and compliance across the Department and, as required, develops written reports on findings and makes recommendations. Proposes solutions to address reputational, corporate and/or operational risks.
- In collaboration with Information Services team, develops a single instance strategy for multimedia objects. This incorporates a digital style guide that establishes parameters by which all multimedia objects are developed.

Work related requirements

In the context of the role:

Essential criteria

Role specific

1. Demonstrated knowledge and application of adaptive and responsive web design solutions and web related applications including but not limited to the following areas: HTML; CSS; JavaScript; web server technologies and Internet protocols.

2. Demonstrated knowledge of the methodologies required for online information systems development; cross-platform, multi-browser testing; and implementation including knowledge of new trends and developments in online technology.

3. Demonstrated experience using Microsoft SharePoint, Photoshop software, CMS Systems, Google Analytics and Social reporting tools;

Core capability

4. Build effective relationships: Highly developed written and verbal communication skills and attention to detail and ability to display ideas in writing/picture or video format.

5. Challenge for innovation: Understands strategic objectives, trends and factors that may influence work plans; scans the environment to monitor work plans; thinks laterally and is innovative in identifying and implementing improved work practices.

6. Think strategically: Highly-developed conceptual, analytical, decision making and problem solving skills including the ability to amicably resolve complex issues and identify strategic risks considering the impact of ramifications.

7. Delivery in a changing environment: Highly-developed planning and organisational skills including the ability to prioritise and complete tasks within deadlines. Ability to drive and achieve objectives in difficult and changing circumstances.

8. Lead and empower others: Demonstrated experience in leading, managing and developing a team to achieve high levels of performance. Ability to engender team learning, motivation and commitment towards common goals, excellence in service provision and continual improvement. Clear communication and understanding of expectations and outcome.

Desirable Criteria

1. Demonstrated understanding of WA Government accessibility, WCAG 2.0 and web standards with a proven ability to implement accessibility techniques to online content.

2. Tertiary qualified in Marketing, Communications, Design or related business discipline preferred.

3. Highly-developed knowledge of WordPress and HTML coding.

Special requirements/equipment

- A current and valid Western Australian C (car) class driver's licence or equivalent is required (if not currently held, must be acquired prior to commencement at applicant's expense).

- The contract of employment specifies terms and conditions relating to this position.

Certification

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

Delegated authority

Signature: _____

Date: 26 / 9 / 2018

Position title: Managing Director, Capability and Performance