



Job Description Form

Position No 020369 - **Social Media Officer**

Advisory Services

POSITION DETAILS

Classification Level: Level 5
Award/Agreement: PSA 1992 / PSGOGA 2017
Position Status: Permanent
Organisation Unit: Advisory Services Division
Physical Location: Perth CBD

REPORTING RELATIONSHIPS

Responsible to: 013530 Manager Digital Communications – Level 7

THIS POSITION: **Position No 020369 - Social Media Officer - Level 5**

Direct reports: NIL

OVERVIEW OF THE POSITION

The Social Media Officer works with the Manager Digital Communications on a range of activities centred on the development of an internal communications engagement strategy and both an internal and external social media strategy.

The position holder will provide support and assistance to the Manager Digital Communications to develop and review agency-wide communication and social media policies, strategies and guidelines. The role will assist with the development, implementation and review of communication engagement principles, frameworks and practices. The incumbent assists with the development of a range of communication activities that will provide timely and relevant information that supports the Department's activities, key priorities, Vision, Mission and Values.

The Directorate is accountable for the development of a proactive communication engagement strategy that aims to drive staff engagement through delivering the internal communication strategy.

JOB DESCRIPTION

As part of the reform team, the successful applicant will be expected to:

- Maintain focus on the Department's goals concerning safety, security and rehabilitation;
- Work to improve communication and model integrity and respect in all interactions;
- Operate within the Department's Corporate Governance Framework, policies and procedures and ensure effective transparency and accountability of all Department activity;
- Operate within chain of command facilities to coordinate activities required to meet the Department's strategic objectives;
- Work collaboratively to achieve common goals and best practice and facilitate business improvements as appropriate;
- Facilitate cultural and management reforms within the Department through leadership and engagement; and
- Represent the Executive Manager Strategic Communications on committees and working groups as required.

ROLE SPECIFIC RESPONSIBILITIES

- Plans, undertakes and manages social media campaigns, including reviewing the effectiveness and impact of the Department campaigns.
- Serves as the key liaison between the Department and external facing social media sites.
- Understands and monitors trends in social media tools and innovations and provide advice on effective strategies.
- Provides assistance and support to the Principal Project Officer in the development, implementation and management of the Department's strategic communications, social media and public relations strategies, in coordination with key stakeholders across the Department.
- Provides input into the development and implementation of policies and guidelines relating to Departmental communications, program development and evaluation.
- Assists with the preparation of submissions, briefing notes, proposals, discussion papers, reports and other internal correspondence on behalf of the Commissioner and others.
- Provides input into the analysis, evaluation and appraisal of communications and social media programs against the Department's strategic communication objectives and provide advice to the Principal Project Officer and other stakeholders as required.
- Other duties as required.

JOB RELATED REQUIREMENTS

In the context of this position, the ability to demonstrate the following skills, knowledge and experience.

Shapes and Manages Strategy

The ability to; understand the Department's objectives and links to the whole-of-government agenda, understand the strategic direction and objectives of the business unit and the factors that may impact on work plans and operational goals, draw on information from a range of sources and use judgement to analyse findings, work within agreed guidelines to make decisions and to incorporate outcomes into work plans are important for this role.

Achieve Results

The ability to; assess project and program performance, identify areas of improvement and suggest changes to ensure positive outcomes, demonstrate flexibility and cope with day-to-day changes in priorities, support projects to completion and a focus on quality in all areas of work are fundamental to this role.

Builds Productive Relationships

The capacity to; network effectively in order to build and sustain relationships with key stakeholders, team members and other staff in the agency, consult and share information with the team and seek input from others where necessary, encourage contribution and engagement, recognise different views and to ensure that stakeholders are kept informed as appropriate are requirements for this role.

Exemplifies Personal Integrity and Self-Awareness

A commitment to; adhere to the Code of Conduct in all interactions, maintain a high level of personal commitment to integrity, professionalism, probity and personal development, take responsibility for completion of works within timeframes and takes the initiative to progress work when required. Able to provide impartial and clear advice and justify own position when challenged. Acknowledge mistakes and learn from them, and seek guidance and advice when required-

Communicates and Influences Effectively

A demonstrated ability to; present messages confidently and persuasively and to actively listen, understand and adapt communication styles to suit a range of audiences, listen to differing views and opinions and develop persuasive counter arguments are requirements for this role.

Role Specific Criteria

- Demonstrated experience with social media platforms.
- Knowledge and experience in the development and implementation of a range of contemporary communications strategies in a large, multi-disciplinary and geographically dispersed organisation.
- Knowledge and understanding of social and digital marketing, video and visual production and media management and liaison protocols.
- Demonstrated knowledge of using a web Content Management System.

SPECIAL REQUIREMENTS/EQUIPMENT

Current C or CA class WA drivers licence or equivalent.

CERTIFICATION

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

Director General

Signature: _____ Date: _____

HR CERTIFICATION DATE: _____