



Job Description Form



Social Media Officer - Level 4 (DPCT3383 and DPCT3371)

16 June 2022

Division/Directorate

Intergovernmental Relations and COVID-19

Branch/Section

COVID-19 Communications

Reports to

Deputy Digital Communications Manager

Supervises

Nil

Operational Context:

The Department of the Premier and Cabinet (DPC) supports the Premier as head of the Western Australian Government. The Department is a central agency that leads the public sector in providing advice and support to the Premier and Cabinet in their service of the Western Australian community.

The COVID-19 Communications Team delivers whole-of-government strategic communications related to emergency response, recovery, and other key government priorities.

The unit coordinates government campaigns and communications activities across multiple channels. This unit operates in a fast-paced, flexible and responsive environment that needs to adapt to rapid changes whilst dealing with competing deadlines.

Role Overview:

The Social Media Officer collaborates on planning, growth, engagement and community management of WA state government social media channels. This role helps produce clear and creative content that engages our audiences on social media channels. This role is for a team player who loves to write and thrives in serving the public via social media communications.

Role Responsibilities:**Social media activity**

- Create and curate content for the social media calendar across the WA Government social channels including but not limited to Facebook, Instagram and Twitter.
- Briefs internal teams and external suppliers to ensure activity and content aligns with our calendar and plan.
- Finds innovative solutions to create and produce content that is fit for channel.
- Schedule and publish social posts using social media management software or tools.
- Works with third party suppliers from scoping, quoting and briefing to ensure they deliver on time and budget.
- Execute paid social media advertising activity as required.
- Supports the social media coordinator in producing social media reports.
- Triage and responds to comments on social media channels as per the community management guidelines.
- Responds and engages with the community on the WA Government social media channels to deliver on communication and strategic objectives.

Team support

- Shares learnings and best practices with others
- Actively communicates with the social media coordinator on any issues and challenges.
- Develops and maintains effective working relationships with internal and external stakeholders as required.

Corporate Responsibilities:

- Contributes to the achievement of DPC corporate objectives by ensuring that stakeholders are dealt with in a professional and timely manner.
- Works within corporate policies and procedures, acts with integrity and demonstrates ethical behaviours aligned with the Department Code of Conduct.
- Performs other duties as directed.
- Takes reasonable care to protect your own safety and health at work, and that of others by co-operating with the safety and health policies and procedures of the Department and complying with all provisions of the Occupational Safety and Health Act 1984.

Role Specific Requirements and Capabilities

(The experience, qualifications and behaviours required to fulfil the role)

Essential

- Proven experience in social media content planning and management, with the ability to prepare a range of publish-ready content.
- Well-developed verbal and written communication and interpersonal skills, including the ability to communicate to audiences effectively through social media channels.
- Ability to work effectively in a team environment as well as independently.
- Well-developed organisational skills with the ability to work under pressure and meet competing deadlines.

Desirable

- Relevant qualifications in Business, Marketing, Communications, Social Media, Public Relations or related fields

Special role requirements

- After hours work (occasional) / rostered weekends on call

Pre-Employment Requirements

To be eligible for permanent appointment to the Department, employees must be eligible to live and work in Australia indefinitely. Employees engaged on fixed term appointments require a valid work visa for the duration of the entire employment contract.

Appointment is subject to:

- 100-point identification check; and
- National Criminal Record Screening Clearance

Certification

DDG Signature:

People Services:

Date:

Date: