



Job Description Form

Social Media and Communications Officer

Position Number: 15668	Classification Level: Level 3
Directorate: Executive Services	Agreement: Public Sector CSA Agreement 2021
This position reports to: 13116 Communications and Marketing Manager, Level 7	
Positions reporting to this role: Nil	

ROLE OF DIRECTORATE

Executive Services manages internal audit, marketing and communications functions, strategic projects and support services to the CEO, the Library Board and other strategic partners. This includes providing policy advice and research support on issues and trends relevant to the State Library and the Library Board. Executive Services is also responsible for providing advice to the Minister for Culture and the Arts.

POSITION PURPOSE

The Social Media and Communications Officer primarily assists in the creation, delivery and monitoring of the State Library social media initiatives.

The role will also assist the communication and marketing team to update the State Library website.



KEY RESPONSIBILITIES OF THIS POSITION

Role Specific Responsibilities:

Social Media

1. Assists in the development, implementation and evaluation of digital communications and social media projects, initiatives and activities.
2. Uses approved social media management tools to identify and respond to stakeholder queries via the Library's social media platforms.
3. Supports the Community Awareness Coordinator to deliver and monitor the Library's social media activity.
4. Assists with the evaluation, research and reporting on digital communications and social media to improve effectiveness and performance

Website and other communication initiatives

5. Assists in uploading new content to the Library website
6. Supports and implements marketing projects campaigns and events
7. Performs other duties as required.

Corporate Responsibilities:

1. Models, promotes and demonstrates a genuine commitment to the Library's organisational values.
2. Adheres to the Public Sector Code of Ethics and Library Code of Conduct.
3. Acts safely and in accordance with the Library's Occupational Health and Safety Policy and Procedures.

WORK RELATED REQUIREMENTS

Applicants should be able to demonstrate their capability to meet the criteria below, which should be read in conjunction with the specific responsibilities of this position:

Essential:

1. Role Specific

- Demonstrated experience effectively utilising social media for engagement
- Demonstrated experience utilising CMS to update content on websites
- Well-developed written, verbal, and interpersonal communication skills
- Creativity in terms of the use of words and imagery to communicate

2. Shapes and Manages Strategy

- Supports shared purpose and direction
- Shows judgement, intelligence, and common sense

3. Achieves Results

- Identifies and uses resources wisely



- Responds positively to change
- 4. Builds Productive Relationships**
 - Values individual differences and diversity
 - Nurtures internal and external relationships
 - 5. Exemplifies Personal Integrity and Self-Awareness**
 - Commits to action
 - Engages with risk and shows personal courage
 - 6. Communicates and Influences Effectively**
 - Communicates clearly
 - Listens, understand and adapts to audience
- Desirable:**
1. A degree in communication, marketing, publishing, public relations or similar
 2. Experience in utilising content management systems
 3. Graphic design skills - preferable utilising the Adobe CC suite

APPOINTMENT PRE-REQUISITES

- Appointment to this position is conditional on:**
1. Successful 100 point Identification Check
 2. Right to Work in Australia
 3. Successful Criminal Record Screening Clearance

SPECIAL CONDITIONS

Special conditions of this position:
Occasional out of hours and / or weekend work.

CERTIFICATION

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

Position Title: CEO and State Librarian	Name: Catherine Clark	Date: 04/11/2022
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REGISTERED
**State Library of Western
Australia**

INITIALS: AB DATE: 4/11/2022