



Digital Content Producer

POSITION DESCRIPTION FORM

Region / Portfolio:

Media and Corporate Communications

Directorate / Command / District / Division:

Media and Content

Work Unit:**Position Description Number:**

Generic 539

Rank / Level / Band:

Level 4

Employment Conditions

Industrial Agreement/Award: Current PSA PSCSAA and Agency Specific Agreement

Work Pattern: Shift work: As per relevant industrial agreement

Location: East Perth

Position Objective

Generates digital content for use on Western Australia Police Force (WA Police Force) online resources, including authorised WA Police Force website and social media accounts, and for provision to mainstream media as part of coordinated public awareness strategies.

Role of Work Unit

Media and Content produces and manages digital materials to drive and complement public information provided to the community via social media, online resources, internal publications and mainstream media. The team works closely with other specialist staff in the Media and Corporate Communications Directorate, namely Police Media Unit and Corporate Communications, and strives to provide a professional and timely service to support operational and corporate demands. The team is innovative and agile, and will flex with the demands of the day. The material generated by the team is crucial to driving and enhancing public messaging and events, which builds upon the Agency's reputation as exceptional and credible with the community it serves.

Reporting Relationships

This position reports to:

- Assistant Director, Level 8

Direct reports to this position include:

- Nil

Total number of positions under control: Nil

Position Title: Digital Content Producer	Rank, Level or Band Level 4	Position Number: Generic 539
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Key Accountabilities

1 Content Production (70%)

- 1.1 Utilises camera equipment to film and/or photograph digital material depicting a broad range of policing activity that amplifies operational and corporate public messaging.
- 1.2 Develops and manages post-produced footage, and/or images to a standard suitable for dissemination across WA Police Force website, social media accounts and provision to mainstream media.
- 1.3 Gathers information in order to generate suitable written, audio visual and other material for dissemination to the public via the WA Police Force website and social media accounts.
- 1.4 Works closely with a variety of frontline WA Police Force officers to fulfil dynamic and diverse operational needs.
- 1.5 Consults with the Social Media Coordinator and Online Coordinator to develop strategies and digital materials in response to WA Police Force's operational and corporate needs.
- 1.6 Maintains awareness of news and current affairs, in addition to emerging online and social media trends and issues.
- 1.7 Supports associated Media and Content functions as required.
- 1.8 Contributes to the Media and Corporate Communications Portfolio on specific communications projects.

2 Social Media (25%)

- 2.1 Implements social media strategies through the publication of messages, images and video to the public via web technologies.
- 2.2 Assists the Social Media Coordinator in moderation of posts on the Agency's social media platforms.
- 2.3 Provides guidance and training to police employees using social media platforms.
- 2.4 Contributes to enhancing WA Police Force's social media presence.

3 Other (5%)

- 3.1 Understands and complies with information security policies and procedures to ensure information holdings/systems are kept confidential and utilised accurately and reliably.
- 3.2 Demonstrates and advocates a high level of ethics and integrity in accordance with the Agency's professional standards and Code of Conduct including reporting wrongdoing.
- 3.3 Undertakes other duties as directed.

Position Title: Digital Content Producer	Rank, Level or Band Level 4	Position Number: Generic 539
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Work Related Requirements

Essential

Context in which work related requirements will be applied and or general standard expected.

Ability to produce, edit and manage digital video content using a variety of professional formats, including production, camera, sound recording and editing techniques

Using associated equipment including video cameras, tripods, lights and accessories. Creating and distributing digital content. Assembling raw footage from a variety of formats, digitally editing files, testing the finished product and distributing as required.

Ability to use computer hardware and software to post produce digital materials

Utilising use social media platforms and website content management systems. Providing technical support to staff. Creating graphic design work. Converting video and audio content in compressed formats. Using computer systems to distribute and publish digital materials as required.

Planning and Project management skills

Initiating and coordinating the planning process. Producing digital video content within tight timeframes. Undertaking and coordinating project work from concept to production stage. Managing the logistics required to complete a task.

Communication skills

Preparing materials to amplify public messaging across various platforms, including websites, social media accounts and to mainstream media. Working within a team environment. Liaising with internal and external personnel. Interviewing talent. Using tact and reasoning while producing. Communicating corporate messages both internally and externally within a large organisation.

Organisational skills

Meeting tight deadlines. Prioritising and working on several projects simultaneously. Using initiative, making decisions on tasks, assisting and working cooperatively with others. Archiving digital materials.

Possession of a current Australian motor driver's licence class 'C' or 'CA'

Driving independently to and from site locations.

Capability Framework

The framework is intended to support staff and supervisors through the performance cycle and identify core competencies relevant to the rank and/or classification level.

Certification

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

Position Title and Work Unit	Name	Date
A/Organisational Design Consultant Organisational Design & Analysis	Pamela Soares	16/03/2023
A/Director Media and Corporate Communications	Luke Eliot	16/03/2023

Position Title: Digital Content Producer	Rank, Level or Band Level 4	Position Number: Generic 539
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