



Digital Content Officer - Level 3 (MIS23182)

Group:	Industry Regulation and Consumer Protection	Location:	Perth
Division/Directorate:	Consumer Protection	Supervises:	0
Branch:	Community and Media Engagement	Reports to:	Principal Media Officer
Section:	NA		

Operational Context

The Consumer Protection Division is responsible for promoting fair trading and consumer protection in Western Australia. Community and Media Engagement connects Consumer Protection with the WA public and its stakeholders through a diverse range of communication channels. CME leads community education campaigns, presentations and events, along with media relations.

Role Overview

This position assists with developing digital content including video, photography, animation, audio and web-based communications. In addition, this role assists with administrative functions of the Community and Media Engagement (CME) Branch.

Role Responsibilities

The following outlines the key responsibilities and duties related to this position:

- Assists with:
 - developing digital content including video, photography, animation, audio and web-based communications;
 - administrative functions of the CME Branch, including photo library upkeep, staff photos, design file management, branch storage and other help as required.
 - identifying opportunities and issues and developing communication materials.
 - implementation of internal and external communications, programs and corporate events.
 - the development and implementation of online and social media initiatives and campaigns - including surveys, newsletters and content development.
 - preparation and distribution of divisional communications materials.
 - internal client liaison and organisation of divisional events.

Corporate Responsibilities

The following outlines departmental responsibilities:

- Works within corporate policies and procedures, acts with integrity and demonstrates ethical behaviours aligned with the Department Code of Conduct.
- 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 applicable work health and safety laws.
- Contributes to the achievement of corporate objectives by ensuring that stakeholders are dealt with in a professional and timely manner.
- Performs other duties as directed.

Role Specific Requirements

The following outlines what experience and qualifications are required to undertake this role:

- Demonstrated experience in communications and/or marketing, particularly in the development of digital content.

Capabilities Required

The following outlines the behaviours required to be demonstrated to perform this role:

- Meets objectives, follows up to ensure work is finalised.
- Responds under direction to changes in client needs and expectations, manages progress and keeps clients informed, provides prompt and courteous service.
- Adheres to the Code of Conduct, acts with integrity and behaves in an honest, professional and ethical way.
- Reschedules and reorganises work to reflect changes in priorities.
- Works collaboratively with team members and external stakeholders and treats people with respect and courtesy.

This position reports to:

Principal Media Officer

Position No: 00021928

Classification: L7

Positions reporting to this Role:

This position has no direct reports

Position Conditions:

The following outlines pre-employment assessments and ongoing conditions and requirements:

- National Police Check

Approved Date

31-OCT-2023