



POSITION TITLE	Social Media Officer
AWARD AND CLASSIFICATION	Wodonga City Council Enterprise Agreement 2024 to 2027 Band 4
DIRECTORATE	Corporate
BUSINESS UNIT	Governance, Performance and Engagement
REPORTS TO	Team Leader Communications
SUPERVISES	Nil
EMPLOYMENT STATUS	Full time
DATE	
EMPLOYEE NAME	

ORGANISATIONAL CONTEXT

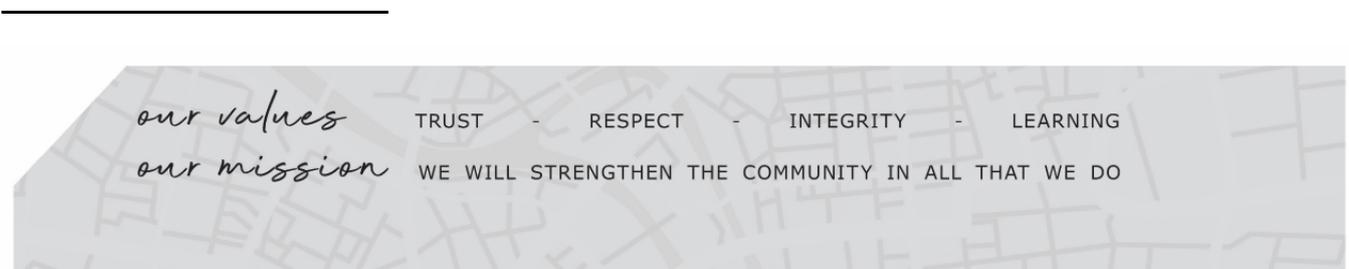
Wodonga Council’s vision for the city is to be seen as a ‘progressive, well-planned city that is affordable, offers an abundance of opportunities and is led by strong, empathetic stewardship’. This vision will support us to realise our mission ‘to strengthen the community in all that we do’.

POSITION OBJECTIVES

This position is responsible for supporting the Communications team in the creation, coordination and delivery of high-quality, engaging social media content that strengthens the council’s connection to the community. The role focuses on producing engaging digital assets, short-form video content, photography and written copy for the council’s social media channels and other digital communication platforms.

The position contributes to the effective operation of the council’s digital presence by ensuring content is timely, accurate, engaging and aligned with the council’s mission, values and communication priorities.

This will be achieved through the following:



Social media content creation:

- Develop and schedule engaging content for the council's social media channels, including but not limited to Facebook, Instagram and LinkedIn
- Produce digital assets such as graphics, reels, short videos and animations that reflect the council's brand and communications objectives
- Capture creativity and innovation to enhance content quality and community engagement

Channel management and online engagement:

- Assist in the day-to-day management of the council's social media channels, ensuring posts are accurate, timely and aligned with best-practice delivery
- Use strong working knowledge of Meta platforms to optimise content performance and engagement
- Monitor interactions, respond to community inquiry in line with council procedure and escalate issues appropriately
- Maintain a consistent tone, style and messaging across channels
- Assist in the maintenance of the council's social media channels and e-newsletters in line with best practice delivery and methodology

Digital communications support

- Contribute to the development and distribution of e-newsletters, including for the council, venues and internal stakeholders
- Assist with website updates to ensure information is current, accurate and accessible
- Support the creation of the communications materials that enhance the council's corporate image and strengthen connection with the community
- Collaborate with internal stakeholders to ensure content accuracy and alignment with organisational priorities
- Update and maintain the staff intranet when required

ACCOUNTABILITY AND EXTENT OF AUTHORITY, INCLUDING DUTIES

- The delivery of timely, accurate and engaging social media content that supports the council's communications objectives and reflects the council's missions and values
- The role operates within established policies, procedures and guidelines and works under the direction of the Team Leader Communications
- Decisions made in this position will influence the public perception of the council's activities and services, while also contributing to the effectiveness of the organisation's digital communications channels. The role must ensure that the council's social media methods are accurate, meaningful and responsive.
- Within this scope, the position is also responsible for:
 - Producing high-quality social media content, including graphics, photography, reels and written copy, in line with council branding and communications guidelines
 - Ensuring information published on the council's social media channels is accurate, appropriate and consistent with organisational messaging
 - Monitoring post engagement and escalating sensitive or high-risk matters to the Team Leader Communications
 - Supporting the delivery of e-newsletters and website updates by preparing and uploading content as directed
 - Contributing to the development of communications materials
 - Maintaining accurate records of content, approvals and digital assets, in line with the Communications team existing processes
 - Working collaboratively with internal stakeholders to ensure content aligns with organisational

priorities and is delivered within agreed timeframes

- Upholding the council's values in all interactions and ensuring communication are professional, transparent and respectful

This position works within clearly defined objectives and established procedures, with the authority to make day-to-day decisions related to content preparation and scheduling. Matters outside established guidelines, or those with potential reputational or organisational impact, must be referred to the Team Leader Communications.

COUNCIL EMPLOYEE VALUES AND BEHAVIOURS

You are expected to demonstrate the values in your everyday work and your interactions with colleagues and the community.

Trust Talk straight – Say what you mean and mean what you say

 Create transparency – Do not withhold information unnecessarily or inappropriately

 Right wrongs

 Practice accountability – Take responsibility for results without excuses

 Extend trust – Show a willingness to trust others, even when it involves a measure of risk

Respect Treat other people with courtesy, politeness and kindness, no matter what their position or opinion

 Listen first – Seek to understand others before trying to diagnose, influence or prescribe

Integrity Tell the truth in an appropriate and helpful manner that does not compromise the organisation's objectives and values

 Keep confidences

 Do what you say you will do to the best of your ability

 Be open about mistakes

 Speak of those that are absent only in a positive way

Learning Work together and learn from each other

 Continuously improve and innovate

 Be open to change

 There is a high degree of responsibility for results – delivery without excuses

CAPABILITIES AND BEHAVIOURS

Demonstrate competency in each of the 7 capabilities of an Officer, according to the People and Performance Framework in Attachment 1, and practice the corresponding behaviours indicated for each capability.

JUDGEMENT AND DECISION-MAKING SKILLS

- Be organised and prioritise workload
- Determine appropriate action, perform tasks according to established practices and procedures and escalate issues appropriately

SPECIALIST KNOWLEDGE AND SKILLS

- Ability to produce high-quality digital content, including copywriting, editing, photography, graphics and short-form video
- Strong working knowledge of social media platforms, particularly Meta, for content creation, scheduling, insights and community management
- Proficiency in Adobe Creative Cloud and other digital design tools to produce high-quality graphics, reels, animations and other digital assets that support organisational messaging
- Understanding of online communications channels, including social media, e-newsletters and websites, with the ability to maintain accurate and accessible content
- Awareness of public affairs and local government context to ensure content is appropriate, accurate and aligned with the council's priorities
- The ability to demonstrate initiative and self-management
- The ability to determine the sensitivity of enquiries and to maintain confidentiality of such sensitive enquiries

MANAGEMENT SKILLS

- Good time management and the ability to prioritise tasks
- Meet deadlines, as discussed with the supervisor
- Receive and follow directions from a supervisor and seek workload management support when required
- Be honest and transparent in all dealings, and report suspected fraud or corruption
- Understand risk and consider it when performing work
- Take care of own safety and wellbeing and that of other staff, and follow OHS procedures
- Undertake good record keeping and effective use of the council's document management system.
- Report hazards, risks and behaviours that may not comply with organisational or legislative requirements
- Manage own time effectively, and work to deadlines
- Maintain personal hygiene and meet dress standards set for the position, including to wear any uniform and use any personal protective equipment prescribed for the position and particular work duties

INTERPERSONAL SKILLS

- Work cooperatively as part of a team
- Maintain confidentiality as required
- Document work according to established practices
- Communicate effectively with other employees and external stakeholders
- Gain cooperation and assistance from others (including other employees)
- Advanced verbal communication skills to communicate with clients, members of the public, and other employees, and enable the resolution of moderately complex problems
- Sound written communication skills to communicate with clients, members of the public, and other employees
- Ability to liaise with other employees outside work unit to resolve problems of a moderately complex nature

- Ability to gain cooperation and assistance from people in the administration of well-defined activities

INFORMATION TECHNOLOGY SKILLS

- Be computer literate and have the ability to quickly learn and adopt software programs used by the organisation relevant to the position
- Possess demonstrated technical knowledge of Microsoft Suite and Adobe Creative Cloud
- Possess demonstrated technical knowledge of Meta platforms

CUSTOMER SERVICE SKILLS

Meet customer service expectations to:

- Be honest, ethical and professional
- Be helpful and courteous
- Listen with respect and understand the customer's issues
- Meet commitments made
- Keep the customer informed
- Ensure that the customer understands what is being said
- Apologise if a mistake is made and attempt to make it right
- Assist customers with physical, sensory or intellectual disabilities, to achieve equitable access to council services

EMERGENCY MANAGEMENT DUTIES

As and when required, assist in dealing with any emergency situation which affects the operation of the council and/or wellbeing of the community.

QUALIFICATIONS AND EXPERIENCE

- Relevant qualifications in communications, journalism, digital media, marketing or a related field, or,
- an equivalent combination of education, training and experience

LICENCES AND MANDATORY REQUIREMENTS

- A current driver's licence and evidence of eligibility to work in Australia must be provided prior to commencement.
- National Police Check (required to be supplied by the employee or prospective employee prior to commencement)
- Victorian Working with Children Check (required to be supplied by the employee or prospective employee prior to commencement, and renewed as required)

EQUAL OPPORTUNITY EMPLOYER

Wodonga Council is an equal opportunity employer. We ensure fair, equitable and non-discriminatory consideration is given to all, regardless of age, sex, disability, marital status, pregnancy, sexual orientation, race, religious beliefs or other protected attribute. We recognise our proactive duty to ensure compliance with

equal opportunity and to eliminate all forms of discrimination.

INHERENT REQUIREMENTS OF THE JOB

For details of the inherent requirements of the job, please see Attachment 2.

COGNITIVE JOB DEMANDS

The position is required to operate at the Officer level and will be required to demonstrate the personal competencies and behaviours detailed in the People and Performance Framework attached. The cognitive demands of the role include:

- Having difficult or uncomfortable conversations
- Meet performance expectations
- Working in a professional capacity within the work environment
- Being willing and able to adapt to change
- Demonstrating resilience under pressure, and in changing and challenging circumstances

KEY SELECTION CRITERIA

1. Relevant qualifications in communications, journalism, digital media, marketing or a related field, or an equivalent combination of experience, education and training
2. Demonstrated experience in creating social media content, including photography, reels, short-form video, graphics and written copy for platforms such as Facebook and Instagram
3. Strong written and verbal communication skills, with the ability to produce clear, engaging and audience-appropriate content across social media, e-newsletters and website updates
4. Proficiency in Meta platforms, including content scheduling, insights, community management and best-practice digital communication methods
5. Experience using Adobe Creative Cloud or similar design software to develop digital assets that align with organisational branding and communications style guides
6. Demonstrated ability to work effectively as part of a team, build positive working relationships and contribute to shared communications goals
7. Strong organisational and time-management skills, with the ability to priorities tasks, meet deadlines and deliver high-quality work in a fast-paced environment

Staff member signature

People and performance framework

CUSTOMER SERVICE AND COMMUNICATION  Understanding and valuing our customer needs to make sure we provide quality customer service.		BUILD AND ENHANCE RELATIONSHIPS  Collaborating and working with our people and community.		PLAN, ORGANISE AND DELIVER  Performing work to the best of our ability to deliver successful outcomes for our people and community.	
FUTURE FOCUS  Identifying ways we can do better and anticipating future opportunities.		PEOPLE DEVELOPMENT  Looking after the personal and professional growth of our people.		MANAGE HEALTH AND WELLBEING  Recognising the importance of staff health and wellbeing.	
		SAFETY AND RISK MANAGEMENT  Prioritising safe and ethical behaviour and decision-making in everything we do.			

Customer Service and Communication

Demonstrates commitment to a high standard of service to customers and the community.	<ul style="list-style-type: none"> • Is helpful, shows respect, courtesy and fairness with staff and customers • Demonstrates empathy and a willingness to assist • Communicates information clearly • Listens and asks questions to understand customer needs and point of view • Proactively seeks solutions and keeps customers informed of progress • Operates within council procedures and policies • Writes in a way that is logical and easy to follow
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Build and Enhance Relationships

Works co-operatively and effectively with others.	<ul style="list-style-type: none"> • Demonstrates clear, open and honest communication • Works constructively to resolve conflict • Shows enthusiasm to help others • Listens and respects the value of different views, ideas and ways of working • Builds and sustains positive relationships with staff and customers • Actively participates in team and other activities • Keeps others informed and seeks clarification when required
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Plan, Organise, Deliver

Organises and prioritises own work to meet work commitments.	<ul style="list-style-type: none"> • Demonstrates effective use of time and resources to meet expectations and achieve outcomes • Understands what is required of the role and how this contributes to team priorities • Keeps appropriate people informed on progress of tasks and projects • Seeks information when required, demonstrates initiative • Undertakes to complete all tasks with a positive, can-do attitude
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Future Focus

<p>Looks for improvements and is adaptable to change.</p>	<ul style="list-style-type: none"> • Understands council vision and purpose and how their role fits in • Is willing to adapt to changing processes, systems, technology and environments • Looks for improvements and better ways of doing things • Seeks support and clarification when required
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People Development

<p>Welcomes opportunities for learning and self-development.</p>	<ul style="list-style-type: none"> • Displays council values • Reflects upon own performance • Seeks and acts upon feedback • Sets goals for personal and professional development • Finds ways to learn and improve in the completion of day-to-day tasks • Takes responsibility for own work and meeting job requirements
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Manage Health and Wellbeing

<p>Takes responsibility for self-care and managing work-life balance.</p>	<ul style="list-style-type: none"> • Demonstrates effective time management and prioritising of tasks • Is aware of, controls and expresses their own emotions appropriately • Recognises when support is needed • Accepts responsibility for their own actions and outcomes • Is aware of the importance of self-care
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Safety and Risk Management

<p>Takes responsibility for personal actions and reports safety and compliance concerns.</p>	<ul style="list-style-type: none"> • Remains vigilant in ensuring a safe working environment for self and others • Is aware of risk and takes action to prevent problems • Reports hazards, incidents (including near misses) and compliance concerns in a timely way • Understands the importance of honesty and transparency • Avoids and discloses conflicts of interest and guards against the misuse of council resources and assets • Complies with policies and procedures
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ATTACHMENT 2

FREQUENCY	% OF WORK DAY / TASK
Rare (R)	0-5%
Occasional (O)	6-33%
Frequent (F)	34-66%
Constant (C)	67-100%

TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Social Media Officer	Supporting the Communications team in the creation, coordination and delivery of high-quality, engaging social media content that strengthens the council's connection to the community. The role focuses on producing engaging digital assets, short-form video content, photography and written copy for the	<ul style="list-style-type: none"> Capacity for sustained sitting (up to 2 hours) Capacity to stand and walk intermittently throughout the day Capacity to reach between waist height and ground level on an occasional basis Lifting 5kg floor to waist height Carrying 5kg over 10 metres Squatting and kneeling Hand grip and dexterity Liaison with internal staff of all levels and the ability to relate to a wide range of people Use of phones, cameras Knowledge of the production of publications and documents, including copy writing, layout, editing, proofing, design, printing and distribution A working knowledge of computers and the Adobe Creative and Microsoft Software suites Time management and strong organisational skills The ability to demonstrate initiative and self-management 	Sitting			X	
			Standing			X	
			Walking			X	
			Lifting up to 5kgs			X	
			Carrying			X	
			Bending			X	
			Twisting		X		
			Squatting		X		
			Kneeling		X		
			Reaching			X	
			Fine motor				X
			Neck postures				X
			Accepting instructions				X
			Sustained concentration				X
			Interaction with others				X
			Exposure to confrontation				X
			Respond to change				X
			Prioritisation				X

	council's social media channels and other digital communication platforms.						
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INHERENT REQUIREMENTS OF THE JOB

Wodonga Council will provide reasonable adjustments to assist a person with a disability to perform these inherent requirements of the job.