



POSITION TITLE	Online Communicaitons & Design Officer (Maternity Leave position)
AWARD AND CLASSIFICATION	Wodonga City Council Enterprise Agreement 2021 to 2023 Band 4
DIRECTORATE	Community and Corporate
BUSINESS UNIT	Business Services
REPORTS TO	Team Leader Communications
SUPERVISES	Nil
EMPLOYMENT STATUS	Part time (0.6 FTE) contract until 19 September 2025
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 Team Leader Communications in managing the council’s digital communication channels and ensuring the delivery of key messages to the public and other stakeholders
- Supporting the Team Leader in the creation of branded material for online, social and print media, the best practice use of digital technologies and supports the ongoing content development for e-newsletters, council websites and associated communications

This will be achieved through the following:

our values

TRUST - RESPECT - INTEGRITY - LEARNING

our mission

WE WILL STRENGTHEN THE COMMUNITY IN ALL THAT WE DO

Digital content creation:

- Assist in the production of communications, marketing and engagement materials as directed, including coordinating artwork, arranging photography and liaising with designers
- Assist in the sourcing, writing and publications of communications material and information that enhances the council's corporate image
- Assist with photography and videography requirements of the organisation for internal and external publications and online needs

Online Communications:

- Assist in the maintenance of the council's internet and intranet websites, as well as any other websites governed by Council
- Use creativity, innovation and technical knowledge to assist with the development and design of content for council's print and online channels
- Assist in the maintenance of Council's social media channels and e-newsletters in line with best practice delivery and methodology

Internal Communications:

- Assist as required with the preparation and distribution of information from the internal communications plan with the aim of increasing levels of staff engagement
- Update and maintain the staff intranet when required

ACCOUNTABILITY AND EXTENT OF AUTHORITY, INCLUDING DUTIES

- The delivery of timely and accurate internal communication messages in line with the council's mission and values. Decisions made in this position will have a significant impact on employees' levels of engagement with the organisation.
- Implementing actions from the council's community engagement plan. Decisions made in this position will have a moderate effect on the public perception of the organisation.
- The development of communications materials to meet council's needs, including ensuring there are avenues for two-way communication to and from the community.
- Ensuring the council's social media methods, including websites, are accurate and meaningful, and updated regularly.
- The achievement of broad goals, objectives and policies set by the council vision relating to internal and external community engagement, and to assist the organisation in communications-related decision-making.
- Ensuring consistency of message and style throughout the council's corporate material and assist in the preparation and publication of communication and marketing content and information that enhances the council's existing channels

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	<p>Talk straight – Say what you mean and mean what you say</p> <p>Create transparency – Do not withhold information unnecessarily or inappropriately</p> <p>Right wrongs</p> <p>Practice accountability – Take responsibility for results without excuses</p> <p>Extend trust – Show a willingness to trust others, even when it involves a measure of risk</p>
Respect	<p>Treat other people with courtesy, politeness and kindness, no matter what their position or opinion</p> <p>Listen first – Seek to understand others before trying to diagnose, influence or prescribe</p>
Integrity	<p>Tell the truth in an appropriate and helpful manner that does not compromise the organisation's objectives and values</p> <p>Keep confidences</p> <p>Do what you say you will do to the best of your ability</p> <p>Be open about mistakes</p> <p>Speak of those that are absent only in a positive way</p>
Learning	<p>Work together and learn from each other</p> <p>Continuously improve and innovate</p> <p>Be open to change</p> <p>There is a high degree of responsibility for results – delivery without excuses</p>

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

- Knowledge of the production of publications and documents, including copy writing, layout, editing, proofing, design, printing and distribution
- An understanding of public affairs, local and national media and government organisations
- The ability to demonstrate initiative and self-management
- The ability to determine the sensitivity of enquiries and to maintain confidentiality of such sensitive enquiries

- A demonstrated knowledge of online communication tools including social media, e-newsletters and websites

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

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 or journalism
- Experience in digital communications

LICENCES AND MANDATORY REQUIREMENTS

- Current Drivers Licence
- 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 or journalism or an equivalent combination of experience, education and training
2. Demonstrated experience in digital communications
3. Excellent written and verbal communication skills, with the ability to convey information effectively to a variety of audiences
4. Proven experience in using the Microsoft Suite and digital communications platforms, including, but not limited to, Adobe Creative Cloud, and major social media platforms
5. Demonstrated experience of working as part of a team to achieve common goals
6. Demonstrated ability to provide good customer service and ensure the quality of work outputs
7. Demonstrated ability to manage time effectively, prioritise tasks and meet deadlines

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

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

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

Future Focus	
Looks for improvements and is adaptable to change.	<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

People Development	
Welcomes opportunities for learning and self-development.	<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

Manage Health and Wellbeing	
Takes responsibility for self-care and managing work-life balance.	<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

Safety and Risk Management	
Takes responsibility for personal actions and reports safety and compliance concerns.	<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

ATTACHMENT 2

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

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.

TASK	DESCRIPTION	INHERENT REQUIREMENTS	DEMAND	FREQUENCY			
				R	O	F	C
Online Communications and Design Officer	Creating branded material for online, social and print media, using digital technologies to support the ongoing content development for e-newsletters, council websites, and associated communications. Perform other communications, marketing and engagement functions as required including internal communications.	<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