

POSITION DESCRIPTION

Position Title Content Officer	HR1014	Position Level Level 5 – City of Bunbury Employees 2022 Enterprise Agreement	Reports to Team Leader Marketing and Communications	1 FTE	Primary Location Administration Building
Role of position To manage the City’s online presence, including website, social media, blogs, and SEO. This role supports and delivers creative, impactful content across digital channels, developing engaging written and visual content aligned with organisational goals and community priorities.					
Accountabilities <ul style="list-style-type: none"> Develop written, visual and creative content in alignment with organisational goals and community priorities for the City’s websites, corporate documents, newsletters and other channels. Manage the content and delivery of the City’s social media accounts including responding to community members in a prompt manner, ensuring all content reflects the organisation’s brand values and culture. Explore new and creative ways to distribute content including video production to deliver authentic storytelling. Develop content for and proof the City’s corporate publications and editorial. Maintain all content for the City’s community and Bunbury Brighter websites in a timely manner including articles, blogs, and landing pages. Assist the Team Leader Marketing & Communications to review, plan, and develop the website strategy and content. Regularly research and review Google Analytics and other metrics to optimise the website for enhanced user experience. Assist the Team Leader Marketing and Communications to develop and execute an ongoing plan for SEO. Provide training and guidance to staff on website content management systems (CMS), and conduct regular content review audits. Proactively communicate updates of major City projects to the community and relevant agencies. Proactively attend events, work sites, facilities and major projects in order to provide timely and effective updates on progress. Manage the City’s digital library, including working with photographers and videographers to produce new assets. Evaluate the performance of communications and tools using analytics, data and reporting on trends/findings. Provide measurements and updates on the success of campaigns to Managers and Executive as required. Assist the wider Marketing & Communications team with content creation for internal channels and other tasks such as marketing support and graphic design as needed 			Internal Relationships <ul style="list-style-type: none"> All City of Bunbury employees External Relationships <ul style="list-style-type: none"> Local Government agencies Media organisations General community Financial Accountabilities and Delegations <ul style="list-style-type: none"> Acts within established practices. Designated employee, with delegated powers and duties in accordance with Local Government Act 1995 and others. Desirable Experience <ul style="list-style-type: none"> Local Government experience Sound knowledge of the Bunbury community and current challenges Knowledge of the structure, function and activities of Local Government 		
Essential Criteria <ul style="list-style-type: none"> Minimum of 2 years’ experience in journalism, marketing, public relations and/or content delivery Post-secondary qualification in journalism, marketing, public relations or similar or additional relevant experience Social media management experience Interpersonal communication skills High level of written communication skills, including copywriting and editing content Experience managing website content in a CMS Sound understanding of Google Analytics and SEO Demonstrated experience developing creative content across a range of platforms and audiences Demonstrated ability to consult, collaborate and advise internal stakeholders Experience writing, managing, and optimising website content General knowledge of Equal Employment Opportunity and Diversity Act 					

Employees at the City of Bunbury have the below Core Values and Key Focus Areas to observe in their day to day activities:

Core Values

We Are Community

We are one team
We keep each other safe
We display empathy and respect
We have fun and celebrate our successes
We work together to achieve great outcomes

We Are Open

We are open to opportunities
We actively listen and think things through
We are inclusive and treat everyone equally
We are honest and open in our communications
We are open to feedback to improve our performance

We Are Brave

We lead the change, we own it!
We trust and empower each other
We have the difficult conversations early
We hold ourselves to the highest standard
We have the courage to improve and simplify

Key Focus Areas

Community Focus

Promoting a positive relationship in the way the Council and Administration conduct itself.

Customer Service

All of our staff strive to find solutions exploring avenues that may combat any legislative restrictions.

Partnerships

Foster and establish partnerships with the government, business and most importantly the community.

Capital Works

Adopt a whole of life costing to ensure future maintenance and replacement costs are factored in to our decision making and long term financial planning.

Project Delivery

Progress projects within the approved financial year to ensure the community are able to see improvement and progress.

Financial Management

Ensure our projects and activities result in benefits to our community, ensuring proposals for funding are supported by robust evidence and exploring new options for increasing the rate base.

Administration Operations

Continually review operations to ensure an increase in productivity, including the reduction of use of external contractors.

Misconduct

City of Bunbury employees are required to comply with our Code of Conduct and refrain from behaviour that is deemed misconduct.

Employees must:

- Apply accountable and ethical decision making principles within the work environment.
- Behave in accordance with legislation, City of Bunbury Council Policies, Corporate Guidelines and Code of Conduct.
- Understand and observe the definitions of Misconduct and Serious Misconduct as defined in the Corruption Crime and Misconduct Act 2003.
- Report any information about actual or potentially fraudulent, corruption or illegal activities, including breaches of the City's Code of Conduct, to your manager, Director or CEO.

Risk Management

- Understand and adhere to the Risk Management Policy, Corporate Guidelines and related procedures. Where required, undertake risk assessments for all proposed projects in consultation with Team Leader, Manager or Director.
- Apply sound operational risk management practices within the work environment.

Customer Service

- Foster, advocate and implement the City's Customer Service Charter.
- Aim to exceed customer expectations.
- Strive for an element of consistency from one service transaction to the next.
- Through the delivery of outstanding service, establish a reputation of customer service excellence through service delivery.
- Deal with enquiries from customers and provide or arrange for the provision of the appropriate information or redirect the customer to the appropriate service provider.

Access and Inclusion

- Compliance with the Equal Opportunity Act 1984.
- Our ongoing commitment for the City of Bunbury to be an Equal Employment Opportunity employer, aiming to build organisational capacity and foster a positive work environment.
- To support the City's MARCIA' Strategy reaching our goal of becoming the Most Accessible Regional City in Australia, our aim as the Local Government Authority is to connect with this strategy to provide equality and equity in our service delivery.

Work Health & Safety

Managers/Supervisors must:

- Ensure adherence to WHS policies and procedures.
- Consult and cooperate with workers and OSH representatives on OSH issues.
- Ensure that workers are equipped with the information, instruction, training and supervision that they need to work safely.
- Identify, assess and control hazards within their area of responsibility.
- Encourage early reporting of incidents and forward information to OSH Officer immediately.
- Ensure that workers, volunteers and contractors are aware of, and abide by, all relevant health and safety procedures, particularly those relating to the operation of plant and equipment.
- Develop safe work procedures as required and ensure adherence to procedures.
- Provide PPE as required and ensure workers are aware of correct usage and storage requirements.
- Ensure all plant and equipment is properly maintained.
- Maintain relevant knowledge of OSH issues.
- Act as a role model by demonstrating safe work behaviours.

Employees must:

- Take reasonable care to ensure their own safety and health and that of others, and to abide by their duty of care provided for in the legislation.
- Participate in the development of a safe and healthy workplace.
- Comply with instructions given for their own safety and health and that of others, in adhering to safe work procedures.
- Cooperate with management in its fulfilment of its legislative obligations.
- Report any injury, illness, hazard or near miss immediately, where practical to their supervisor.
- Not place others at risk by any act or omission.
- Not wilfully or recklessly interfere with safety equipment.

Accountable and Ethical Decision Making

- Ensure actions and decisions are impartial and unbiased and can be justified and accurately explained.
- Act fairly and justly, abiding by principles of due process and natural justice.
- Be accountable and transparent.
- Do your job effectively and as efficiently as possible.
- Behave in accordance with legislation, City of Bunbury Council Policies, Corporate Guidelines and Code of Conduct.
- Declare any potential conflicts of interest.

Name:

Signature:

Date: