

## POSITION DESCRIPTION

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|------------------------|--|------------------------|-------------|
| <b>TITLE:</b>          | <b>Digital Communications Lead</b>   | <b>Position Number</b> | <b>1006</b> |
| <b>Classification:</b> | Level 6  |                        |             |
| <b>Hub:</b>            | Office of Lord Mayor and Chief Executive Officer   |                        |             |
| <b>Reports to:</b>     | Manager Marketing, Communications and Engagement   |                        |             |
| <b>Direct Reports:</b> | Digital Communications and Support Officer<br>Digital Communications Graduate (limited tenure) |                        |             |

### OUR VISION and MISSION

Darwin 2030 – City for People. City of Colour.

We will work with the community and partners, provide leadership, and deliver services that create opportunities to enhance the economic, cultural, and environmental sustainability of Darwin.

### OUR STRATEGIC DIRECTIONS

- A capital city with best practice and sustainable infrastructure
- A safe, livable, and healthy city
- A cool, clean, and green city
- A smart and prosperous city
- A vibrant and creative city

### ORGANISATION OPERATING MODEL

City of Darwin's organisational operating model is an agile high -performance operating model based on supporting collaboration, improving speed of delivery of strategic outcomes, and growing innovation. The model consists of four operating hubs, the Office of the Lord Mayor and CEO, Community, Corporate and Innovation, and incorporates:

- an agile organisational structure,
- high-performance culture,
- enterprise leadership,
- psychological safe working environment, and
- high collaboration and communication.

### POSITION OBJECTIVE:

The Digital Communications Lead is responsible for management of and development of content for City of Darwin's digital platforms, including our website, intranet sites and social media platforms. The role is required to plan and implement projects and develop dynamic digital communication tactics that deliver against City of Darwin's strategic directions. Digital Communications Lead is required to liaise and consult with departments across the organisation to coordinate and lead digital projects and communications, ensuring the successful profiling of City of Darwin, its services, people, and projects and operate as an effective member of the Marketing, Communications and Engagement team



## KEY RESULT AREAS:

### CORPORATE IDENTITY

- Promote and embody City of Darwin's Vision and Mission
- Promote and embody City of Darwin's staff values, CARES  
Customer Service, Accountability, Respect, Excellence and Solidarity
- Act in accordance with and abide by the City of Darwin's Code of Conduct



### SERVICE DELIVERY

- Responsible for the management of and development of content for City of Darwin's digital communications channels, including websites, intranet sites, social media channels and other new media platforms.
- Primary point of contact and authority for digital applications, including website development and updates, email marketing, social media management, search engine optimisation, and digital advertising.
- Primary point of contact and authority for provision of best practice advice for City of Darwin's digital communication initiatives and activities.
- Administration, implementation and continuous quality improvement of web content management systems and social media management, including reporting on performance and trends and making recommendations to senior leaders based on these findings.
- Utilise and leverage digital and marketing channels as an integral component of highest standard, innovative marketing, and communication campaigns.
- Leverage and direct the development and implementation of social marketing to maximise the effectiveness of communications programs, ensuring City of Darwin's use of social media is contemporary and in line with current trends.
- Ensure the management of a strong organisational brand for communication tactics, including the implementation of City of Darwin's brand guidelines.
- Evaluate the effectiveness of City of Darwin's digital communications programs and services, recommending improvements as necessary.
- Develop campaigns and promotional activities to ensure the effective use of internal and external communications tools.
- Foster relationships across all departments and at all levels to assess ongoing opportunities for collaboration and to determine the current and future communications needs.
- Coordinate the Digital Contributors Group to ensure a collective approach to City of Darwin's digital platforms is maintained successfully and provide the necessary ongoing advice, training, guidance, and support to staff on the use of the internet, intranet and social media tools.
- Prepare annual business plans and budgets for the team, and effectively manage budget and performance reporting and monitoring.
- Present advice and recommendations to the Executive Manager and Council on matters relating to the digital communications portfolio.
- Prepare Council Reports and Briefings and present information to Elected Members, City of Darwin Teams and other stakeholders as required.
- Perform other communications, marketing and community engagement functions as directed by the Manager Marketing, Communications and Engagement.
- Ensure that all outputs of direct reports are accurate, reflective of CoD brands guidelines and consider stakeholder and community needs.



- Coordinate the consistent output of the team, fostering innovative and contemporary digital communication practices that are cost effective, efficient, and measurable.
- Develop and implement internal processes and procedures that prioritise resources and maximise efficiencies relating to the digital communications service across the City of Darwin.
- Comply with the electronic document management system data entry standards.

### **Team Support**

- Work professionally, cooperatively, and respectfully with other team members to accomplish joint tasks and build positive working relationships.
- Be flexible and adaptable to working in various work locations throughout the municipality as needed to perform the role effectively.
- Undertake any other duties within the skill and scope of the position or your skill set, as directed.
- Proactively engage in performance management processes (i.e.. probation reviews and annual performance appraisals) as required.

### **PEOPLE AND CAPABILITY / TEAM SUPPORT**

- Work professionally, cooperatively, and respectfully with other team members to accomplish joint tasks and build positive working relationships.
- Actively coordinate, lead, and participate in team meetings and other relevant forums, events or organisational meetings as required.
- Lead by example and maintain team compliance with all Human Resources policies, procedures, and practices to ensure appropriate, fair, and equitable people management is maintained at all times including, but not limited to: -
  - Authorise fortnightly timesheets and relevant leave applications for direct reports.
  - Effectively manage employee relations issues in conjunction with Senior Management and a Human Resource Business Partner.
  - Undertake recruitment and onboarding activities, such as providing a thorough departmental induction, as required.
  - Maintain a performance-based culture by ensuring probation and performance reviews are completed as due and poor performance is managed in accordance with the stipulated guidelines for all direct reports.
- Proactively engage in performance management processes (i.e., probation reviews and annual performance appraisals) as required.
- Undertake any other duties within the skill and scope of the position or your skill set, as directed



## WORKPLACE HEALTH AND SAFETY

- Lead by example and maintain section compliance with all Workplace Health and Safety policies, procedures and practices to ensure City Of Darwin's duty of care and legislative obligations are maintained at all times including, but not limited to: -
  - Report all incidents, near misses and hazards immediately.
  - Investigate all accidents/incidents and ensure that adequate control measures are implemented to prevent reoccurrence.
  - Supervise and assist the WHS team in the return-to-work process for all injured employees.
- Ensure your personal health and safety and that of others in the workplace, and report all accidents, incidents, and hazards immediately via WHS systems
- Comply with City of Darwin's Workplace Health and Safety (WHS) policies and procedures and WH&S Management System

## POSITION PREREQUISITES

- Bachelor degree of Marketing and Communication or equivalent qualifications and/or a minimum of 5 years work experience in a similar field
- A minimum of one (1) years' work experience at a supervisory level including management of staff members
- Class C Driver's Licence
- Ability to obtain a National Police Records Check.

**APPROVED BY:** Louise Tagell

Date: 26 June 2024

Executive Manager Marketing, Communications and Engagement

## Employee Acknowledgement

I, \_\_\_\_\_ have read and understood the requirements of the role; responsibilities and accountabilities as outlined within this Position Description. I understand that I am also responsible for complying with Council's policies & procedures as they relate to my position.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

