

Position Description (Employee)

Digital Content Specialist

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|---|-------------------------------|
| Division | Chief Operating office |
| Business Unit | City Communications |
| Grade/Band | 6 |
| Date position description approved | 18 December, 2019 |

Council overview

At the City of Sydney our people are our most important asset and central to achieving our exciting and ambitious Sustainable Sydney 2030 – developing a green, global and connected city. The City of Sydney works to build socially sustainable communities that support a more inclusive Sydney – a city that is also more connected, liveable and engaged.

From our high-quality facilities to local services and initiatives, we are dedicated to delivering the best city environment for business, work, living and recreation.

Council values

Our people are custodians of public trust and confidence. In recognising this, we are committed to building a high performing culture built on the values of collaboration, courage, integrity, innovation, quality and respect. These six core values guide everything we do at the City.

Primary purpose of the position

Acquire, engage and retain the City’s online audiences through the development and delivery of impactful, multichannel content to support the City’s communication strategy.

Key accountabilities

- Nurture and develop engaged audiences via the City’s online channels
- Refine and implement the City’s content strategy
- Produce effective content that delivers against objectives, supports the City’s brand and meets audience needs
- Provide strategic advice to business units on options for content marketing, and assist with the planning, preparation and implementation of content that integrates with broader campaigns and initiatives
- Develop and directly oversee a content calendar to efficiently deliver the City’s content communications strategy
- Manage and improve the City’s internal content submission / workflow

processes to ensure they are smooth and service-oriented and that the organisation keeps pace with the rapidly changing digital communications landscape

- Moderate content and monitor conversations on the City's social media platforms in line with the City of Sydney's Social Media Policy and respective guidelines for each channel

Key challenges

- Building and maintaining strong collaborative relationships with a broad range of internal and external stakeholders to ensure quality and engaging content is openly shared given that often stakeholders can work in silos.
- Keeping abreast of the trends and best practice in an industry that is constantly and rapidly changing.

Key relationships

| Who | Why |
|---|--|
| Internal | |
| Manager | <ul style="list-style-type: none"> • Receive advice and report on progress towards business objectives and discuss future directions • Provide expert advice and contribute to decision making • Identify emerging issues/risks and their implications and propose solutions |
| Project Teams | <ul style="list-style-type: none"> • Share content information • Provide advice and coaching around best practice content • Collaboration and idea sharing |
| Stakeholders (Internal partners) | <ul style="list-style-type: none"> • Share expert advice on a range of project related issues and strategies • Share and exchange content • Effectively communicate the City's initiatives in line with content marketing best practice • Manage expectations and resolve issues |
| External | |
| Stakeholders (Audiences, Partners, government agencies, industry bodies) | <ul style="list-style-type: none"> • Share information and ideas on best practice • Facilitate and coordinate the sharing on content • Engage audiences |

Key dimensions

Decision making

The position is accountable for decisions regarding the operational objectives of projects for which it is accountable and for the provision of advice to project team members and relevant stakeholders on day to day operational decisions.

Reports to

Digital Content Manager

Essential Knowledge, Skills & Experience

- Tertiary qualifications at degree level in communications, PR, marketing or a related field and/or considerable experience in producing digital content in a busy, time pressured environment for a complex organisation
- Ability to produce and develop high quality, effective online content to support a multi-faceted content communications strategy
- Knowledge of contemporary trends, emerging technologies and best practice in digital content communications
- Experience using social media and management tools (Facebook, Twitter, Instagram, Linked In and others as they become relevant) in a corporate communications environment, including responding publicly to customer complaints and enquiries, a demonstrated capacity to keep pace with knowledge about this rapidly evolving area, and adapting work practices accordingly and sharing these insights within City Communications and the organisation
- Demonstrated experience in managing and working within project teams for the collaborative development of digital campaigns from initial brief to delivery, within agreed timelines and budgets

Capabilities for the position

The City's capability framework outlines the capabilities everyone needs to work well in their role. They are expressed as behaviours that show expected knowledge, skills and our values. There are capabilities for **employees** and managers which provide clarity, common language and consistency.

| Capability Group | Capability Name | Level |
|---------------------|--|--------------|
| Personal attributes | Act with Integrity and Courage | Intermediate |
| | Demonstrate Accountability | Intermediate |
| | Manage Self | Adept |
| | Display Resilience and Adaptability | Adept |
| Relationships | Work Collaboratively | Adept |
| | Communicate and Engage Respectfully | Adept |
| | Community and Customer Focus | Adept |
| | Influence and Negotiate | Intermediate |
| Results | Deliver Quality Results | Intermediate |
| | Create and Innovate | Adept |
| | Plan and Prioritise | Intermediate |
| | Think and Solve Problems | Intermediate |
| Resources | Finance | Foundational |
| | Technology and Information | Adept |
| | Assets and Tools | Intermediate |
| | Procurement and Contracts | Foundational |

**This profile is subject to an organisation-wide review of capability profiles. The final profile may vary slightly.*

Focus capabilities

The capabilities in bold are the focus capabilities for this position. The focus capabilities are those judged to be most important at the time of recruiting to the position. That is, the ones that must be met at least at a satisfactory level for a candidate to be suitable for appointment.

| Group and Capability | Level | Behavioural Indicators |
|---|-------|--|
| Personal Attributes Display resilience and adaptability | Adept | <ul style="list-style-type: none"> Is flexible, showing initiative and responding quickly to change Accepts changed priorities and decisions and works to make the most of them Gives frank and honest feedback / advice Listens when challenged and seeks to understand criticisms before responding Raises and works through challenging issues and seeks alternatives Stays calm and acts constructively under pressure and in difficult situations |
| Relationships Communicate and engage respectfully | Adept | <ul style="list-style-type: none"> Tailors content, pitch and style of communication to the needs and level of understanding of the audience Clearly explains complex concepts and technical information Adjusts style and approach flexibly for different audiences Actively listens and encourages others to provide input Writes fluently and persuasively in a range of styles and formats |

| | | |
|--|--------------|--|
| <p>Relationships Community and customer focus</p> | <p>Adept</p> | <ul style="list-style-type: none"> • Demonstrates a sound understanding of the interests and needs of customers and the community • Takes responsibility for delivering quality customer-focused services • Listens to customer and community needs and ensures responsiveness • Builds relationships with customers and identifies improvements to services • Finds opportunities to work with internal and external stakeholders to implement improvements to customer services |
| <p>Results Create and innovate</p> | <p>Adept</p> | <ul style="list-style-type: none"> • Produces new ideas, approaches or insights • Analyses successes and failures in the organisation for insights to inform improvement • Identifies ways in which industry developments and trends impact on own business area • Shows curiosity in the future of the community and region and thinks creatively about opportunities for the organisation • Identifies, shares and encourages suggestions for organisational improvement • Experiments to develop innovative solutions |
| <p>Resources Technology and information</p> | <p>Adept</p> | <ul style="list-style-type: none"> • Shows confidence in using core office software and other computer applications • Makes effective use of records, information and knowledge management systems • Supports the introduction of new technologies to improve efficiency and effectiveness |