

# Position Description (Employee)

## Digital Content Specialist

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.

The City Communications unit collaborates with internal staff and project teams to deliver high quality communication services to support the community in their daily lives.

### Key accountabilities

- Nurture and develop engaged audiences via the City's online channels
- Play a key role in refining and implementing 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 and digital marketing, and assist with the planning, creation and implementation of content that integrates with broader campaigns and initiatives
- Develop and directly oversee a content calendar to help efficiently deliver the City's content communications strategy

- Identify opportunities to improve the City's internal content submission / workflow processes to ensure they are smooth and service-oriented
- Actively educate colleagues and internal partners on best practice in content creation and the rapidly changing digital communications landscape
- Create content for the City's social media channels, and actively assist others to do so.
- Monitor conversations on the City's social media channels, specifically in relation to outgoing content and paid advertising, and assist other team members to do the same. Regularly use digital analytics programs to review outcomes of digital marketing activity and share learnings with internal partners

## 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.
- Balancing competing demands across a broad portfolio of internal and external projects.

## Key relationships

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

## 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 current social media platforms and social media management tools 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	Intermediate
	<b>Display Resilience and Adaptability</b>	<b>Adept</b>
Relationships	Work Collaboratively	Adept
	<b>Communicate and Engage Respectfully</b>	<b>Adept</b>
	<b>Community and Customer Focus</b>	<b>Adept</b>
	Influence and Negotiate	Adept
Results	Deliver Quality Results	Intermediate
	<b>Create and Innovate</b>	<b>Intermediate</b>
	<b>Plan and Prioritise</b>	<b>Adept</b>
	Think and Solve Problems	Intermediate
Resources	Finance	Intermediate
	<b>Technology and Information</b>	<b>Advanced</b>
	Assets and Tools	Intermediate
	Procurement and Contracts	Intermediate

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

<b>Relationships</b> Community and customer focus	Adept	<ul style="list-style-type: none"> <li>• Demonstrates a sound understanding of the interests and needs of customers and the community</li> <li>• Takes responsibility for delivering quality customer-focused services</li> <li>• Listens to customer and community needs and ensures responsiveness</li> <li>• Builds relationships with customers and identifies improvements to services</li> <li>• Finds opportunities to work with internal and external stakeholders to implement improvements to customer services</li> </ul>
<b>Results</b> Create and innovate	Adept	<ul style="list-style-type: none"> <li>• Produces new ideas, approaches or insights</li> <li>• Analyses successes and failures in the organisation for insights to inform improvement</li> <li>• Identifies ways in which industry developments and trends impact on own business area</li> <li>• Shows curiosity in the future of the community and region and thinks creatively about opportunities for the organisation</li> <li>• Identifies, shares and encourages suggestions for organisational improvement</li> <li>• Experiments to develop innovative solutions</li> </ul>
<b>Results</b> Plan and Prioritise	Adept	<ul style="list-style-type: none"> <li>• Consults on and delivers team/unit goals and plans, with clear performance measures</li> <li>• Takes into account organisational objectives when setting and reviewing team priorities and projects</li> <li>• Scopes and manages projects effectively, including budgets, resources and timelines</li> <li>• Manages risks effectively, minimising the impacts of variances from project plans</li> <li>• Monitors progress, makes adjustments, and evaluates outcomes to inform future planning</li> </ul>
<b>Resources</b> Technology and information	Adept	<ul style="list-style-type: none"> <li>• Shows confidence in using core office software and other computer applications</li> <li>• Makes effective use of records, information and knowledge management systems</li> <li>• Supports the introduction of new technologies to improve efficiency and effectiveness</li> </ul>