

# Position Description

## Social Media Officer

May 2023

### DETAILS

Team and Department	Communications
Department	Community & Culture
Supervisor	Coordinator Communications
Direct Reports	nil
Grade	16
Delegation of Authority	NA
Budget Expenditure	Accountable for expenditure of up to \$25,000 pa
Procurement Expenditure Levels	\$0
Delivery Program relationship	B39. Communicate with our local communities about Council's projects, strategies, goals, events and facilities, and value and make use of their knowledge and experience to make better decisions.

### PURPOSE

The Social Media Officer is responsible for the overall management of Randwick City Council's social media channels consistent with Council's Social Media Strategy. The role develops effective social media strategies and content to enhance Council's overall brand, customer satisfaction and to effectively engage with the local community about Council services, activities and projects. The role helps provide a high quality customer experience for those choosing to engage with Council via social media channels.

### KEY ACCOUNTABILITIES

1. Oversee the effective implementation of Council's Social Media Policy.
2. Develop and implement content strategies and tone of voice consistent with Council's Brand Guidelines and strategic directions.
3. Develop and implement a social media advertising strategy.
4. Monitor and manage social media channels including responding to comments and messages in a prompt and courteous manner to foster meaningful conversations, action requests and to manage potential issues.
5. Monitor and analyse social media performance using effective tools, including maintaining Council's corporate record keeping requirements, to help understand audience growth, trends and to refine engagement strategies.
6. Plan and implement appropriate training for Council staff on social media.
7. Responsibility to work outside of normal working hours to respond to and manage urgent issues on social media.
8. Other duties as directed by the Coordinator Communications and Manager Communications.

## KNOWLEDGE, SKILLS AND ABILITIES

### ESSENTIAL

1. Tertiary qualifications in marketing, community engagement, communications or a related discipline with experience in related positions.
2. Strong understanding of social media platforms, functions and best practices.
3. Demonstrated experience in developing and implementing effective social media strategies and content for a mid to large sized organisation.
4. Excellent creative problem solving ability with the ability to develop tailored content for different audiences and channels through words, images and video.
5. Excellent customer service and interpersonal skills working with internal and external customers.
6. A demonstrated passion and enthusiasm for social media and engaging with local communities in a two-way conversation.
7. Effective verbal and written communication skills with the ability to clearly convey information, actively listen to others, and facilitate productive discussions.
8. Sound project management skills with the ability to plan, organise and manage multiple tasks and projects simultaneously.
9. Strong digital literacy with the ability to use a range of apps including Word, Excel, Powerpoint & Outlook as well as social media apps such as Hootsuite and Facebook Business Manager.
10. Demonstrated commitment to EEO, WH&S and the principles for a culturally diverse society and a commitment to ethics, probity and transparency in decision making.

### DESIRABLE

1. Experience in Local Government.  
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## CORPORATE REQUIREMENTS

Position falls under the definition of child related employment	YES
WHS General Construction Induction (White) card	NO
Good driving record or possession of a driving licence required	NO
Specify licence type:	C CLASS
Position required to make a disclosure of pecuniary interest	YES
Criminal History Check	NO
Record keeping responsibilities	YES

#### Delegations

Decisions associated with this position are to be made in accordance with the Delegations of Authority.

#### Code of Conduct

All staff are required to adhere to the Code of Conduct.

#### Workplace Health and Safety

All staff are required to adhere to Councils Workplace Health and Safety Policy.

### **Equal Employment Opportunity**

All staff are required to participate in and demonstrate behaviour that supports the EEO Policy and EEO Management plan.

### **Recordkeeping Responsibilities**

Ensure accurate records are maintained in Council's corporate information system for all customer queries, customer complaints and documenting evidence of business transactions.