

## POSITION DESCRIPTION

POSITION TITLE	Digital Communications Officer and Graphic Designer
DIRECTORATE - SECTION	Community Engagement – Customer & Public Relations
LEVEL - EBA	5 - Salaried
RESPONSIBLE TO	Communications Advisor

### OUR VISION

Connected Communities, Valuing Nature and Creating our Future Together.

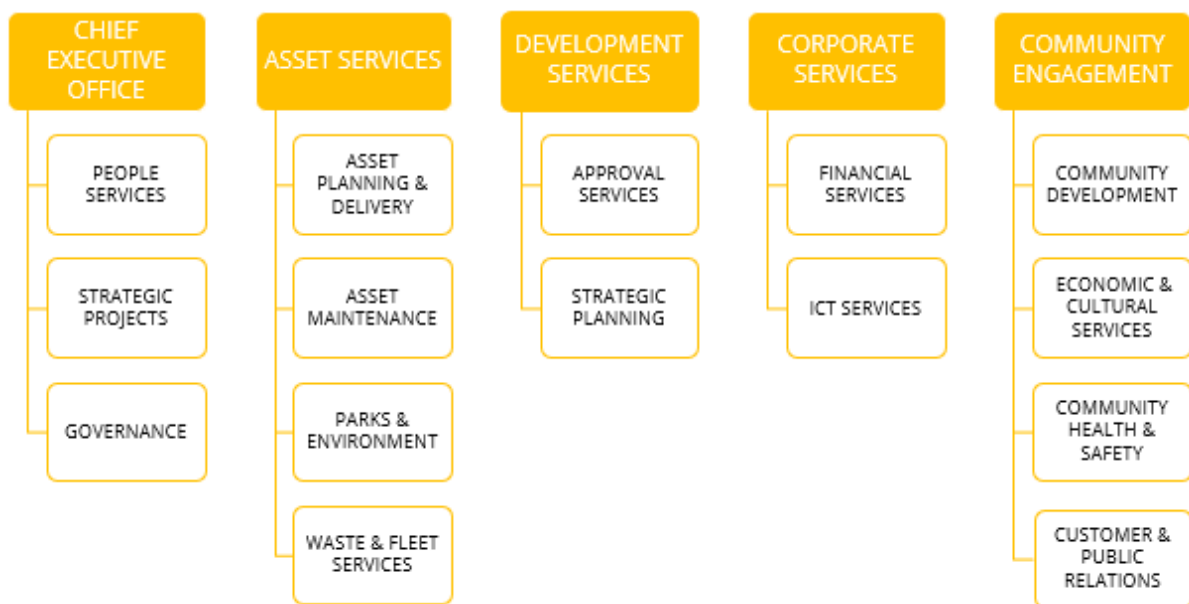
### OUR SIMPLE GUIDING PRINCIPLES

Ensure everything we do will make Kalamunda socially, environmentally and economically sustainable.

### OUR VALUES

- SERVICE** Provide excellent customer service at all times, through effective listening and understanding, in order to go beyond the commonplace when we serve others.
- PROFESSIONALISM** Maintain professionalism by upholding the corporate image, speaking carefully and acting quickly to ensure others know we are reliable, respectful and competent.
- QUALITY** Uphold quality and show initiative through clear thinking, planning mindfully, acting decisively, measuring carefully and regularly reviewing the goals to be achieved.

## ORGANISATIONAL STRUCTURE & FUNCTIONS



## THE OVERALL OBJECTIVE OF THIS POSITION

To create engaging, user-friendly, digital communications and visually captivating, branded materials for the City.

## KEY RESULT AREAS

### DIGITAL COMMUNICATIONS AND GRAPHIC DESIGN

- Create highly interactive and user-friendly digital communications for the City of Kalamunda.
- Design digital and traditional campaign materials, ensuring a consistent and engaging visual identity.
- Develop and maintain the City's social media presence, staying updated on digital communication trends.
- Use Adobe Creative Suite/Creative Cloud to design captivating visuals and graphics.
- Ensure all digital content aligns with the City's brand and objectives.

### CONTENT CREATION AND MANGEMENT

- Craft compelling written content for various platforms, including social media, websites, media releases, speeches, and email campaigns.
- Liaise with internal stakeholders to provide up-to-date and relevant content that meets the needs of City staff and residents.
- Manage website and intranet content, ensuring accuracy and relevance.
- Monitor and report on digital marketing and communication results.

### COMMUNICATION AND CUSTOMER SERVICE

- Foster positive communication processes within the organisation and with external customers through digital interfaces.
- Collaborate with internal stakeholders to determine corporate needs and negotiate service delivery methods and standards.
- Maintain consistently high standards of customer service in all digital interactions.
- Develop and execute digital marketing plans.

### STRATEGIC PLANNING

- Provide expert advice to staff on strategic and operational planning.
- Coordinate multiple tasks logically to achieve Council-related objectives.
- Stay informed about digital communication trends and recommend strategic adjustments as necessary.

### WORKPLACE HEALTH AND SAFETY

- Employees must take reasonable care for their own health and safety and that of others who may be affected by their actions or omissions.
- Comply, so far as they are reasonably able, with any reasonable instruction given by the City to allow the City to comply with WHS laws.
- Cooperate with any reasonable policy or procedure of the City relating to health or safety at the workplace.

## **WORKPLACE COMPETENCY**

Uphold the City's values of Service, Professionalism and Quality and demonstrate behaviours that reflect the organisations values, supports cross functional teams and meets customer and organisational needs.

## **TRAINING/QUALIFICATION(S)**

- Degree, Diploma or certification in Digital Marketing; Communications and/or Graphic Design.

## **SELECTION CRITERIA**

1. Minimum 2 years' experience in creating and delivering high quality and effective marketing campaigns and digital communication strategies.
2. Highly developed Adobe Creative Suite/Creative Cloud design skills.
3. Minimum 2 years' experience in developing and content managing social media sites for a large organisation.
4. Knowledge and experience in data analysis and trends on various digital platforms.
5. Knowledge and experience with website content management.
6. Local Government experience (desirable).

## **PHYSICAL REQUIREMENTS**

The City welcomes people with a disability to apply for this position. Reasonable workplace accommodations and aids are available as required.

- Ability to use computers to read, analyse and produce written materials.
- Hearing, vision and cognitive abilities required to engage with members of the public/stakeholders and other staff by phone, in person and in writing.
- Able to sit for extended periods of time.
- Cognitive and psychological abilities required to problem solve in a demanding administrative context (guidance for complex problem solving is available).

## **DIVERSITY**

The City of Kalamunda is committed to and values the advantages and benefits that equity, diversity, and inclusion (EDI) brings to all its staff. The City seeks to integrate the principles of EDI throughout the organisation, to enrich our perspective, improve performance, increase community value, and enhance the probability of achievement of our goals and objectives.

## **DRIVERS LICENCE**

1. Possession of a current 'C-A' (Automatic) or 'C' (Manual) class driver's licence allowing the holder to drive legally in Western Australia.

## AGILITY

This position description reflects the City's requirements at a point in time and is subject to change. The City may modify this position description at any time, provided the skills, qualifications, competence and training remains within a reasonable range of the original position.

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REVIEWED BY: Manager Customer & PR  
DATE PD REVIEWED/APPROVED: 5 October 2023

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