

POSITION DESCRIPTION

ASSISTANT DIGITAL COMMUNICATIONS OFFICER

POSITION TITLE	Assistant Digital Communications Officer	POSITION CODE	CCS047
DIRECTORATE	Shire Connections	SECTION	Customer Engagement and Experience
REPORTS TO	Team Leader Strategic Communications	GRADE	F
DATE PD APPROVED	November 2025	LOCATION	Picton
DATE PD REVIEWED	November 2025	DIRECT REPORTS	Nil

COUNCIL OVERVIEW

Working at Wollondilly Shire Council, you will help to achieve our organisational vision, *Making Wollondilly even better, together*. All of our staff live and role model our Corporate Values of Integrity, Collaboration, Accountability, Respect, and Embrace Innovation.

PRIMARY PURPOSE OF THE POSITION

The purpose of this role is to:

- Provide a critical support in implementing digital communication initiatives which enhance Council's online presence and customer engagement.
- Assist in the creation, management and optimisation of digital content across various platforms including Council's website, intranet, and digital screens.

KEY ACCOUNTABILITIES

- Assist in the creation and maintenance of high-quality content for Council's website, intranet and digital platforms, ensuring all content is accessible, accurate, on brand, and easy to navigate.
- Support the management and scheduling of content across Council's digital communication channels including websites, digital screens, eDMs and intranet.
- Assist with monitoring and compiling of basic digital performance metrics from digital platforms to help inform strategic communication decisions and measure engagement effectiveness.
- Assist in the preparation of multimedia content including basic graphic design, image editing and video content for digital platforms.
- Support the Senior Digital Communications Officer in responding to digital communication requests in a timely and professional manner.
- Assist with administrative tasks related to digital communications including content scheduling, platform management and maintaining digital asset libraries.
- Support the delivery of accessible, engaging and on-brand digital communications that serve the Wollondilly community's information needs.
- Understand and apply digital accessibility standards (WCAG 2.1) to ensure content is inclusive and accessible to all community members.
- Provide clear guidance and support to internal stakeholders to produce accessible, plain English and on-brand website and intranet content.
- Additional duties as required within the limits of the employee's skill, competence and training.

KEY CHALLENGES AND COMPLEXITIES

- Be aware of, and sensitive to, the importance of maintaining high-quality digital communications standards and how they impact Council's reputation and stakeholder perceptions.
- Manage multiple digital platforms simultaneously while maintaining consistency in voice, brand and quality.

POSITION DESCRIPTION

ASSISTANT DIGITAL COMMUNICATIONS OFFICER

- Work effectively in a fast-paced environment with competing priorities and tight deadlines while maintaining attention to detail and quality standards.
- Proactively engage with trends to have a proactive and informed approach to digital communications and improvements.

KEY RELATIONSHIPS

INTERNAL INFLUENCE

WHY?

Councillors, Managers, Senior Leadership Team and Employees

- The position works across all areas of Council and decisions made may impact across Council.

Employees, Managers, Supervisors, Senior Leadership Team

- Decisions usually impact the jobholders own work and, from time to time, that of others within their own team.
- The position provides services and advice across Council which effect individuals from multiple times/working group
- Works with staff to generate options that address the main needs and concerns of all parties

EXTERNAL INFLUENCE

WHY?

Customers

- The position provides specialist professional services and advice on behalf of Council.

AUTONOMY AND DECISION MAKING

The role typically has the freedom to act as guided only by broad Council policy, legislation, senior management and the jobholder's experience and knowledge. Decisions are made within the scope of Council's policies as delegated from time to time by the Chief Executive Officer. Please see delegations list for full description of authority.

CODE OF CONDUCT, POLICIES, PROTOCOLS AND PROCEDURES

Employees are to adhere to Council's Code of Conduct, policies, protocols and procedures at all times.

FRAUD AND CORRUPTION PREVENTION

Council has a zero tolerance towards fraud, corruption or any behaviour that may bring Council into disrepute with the community. All Council has employees have a responsibility to identify, prevent and report fraud, corruption and behaviour that may bring Council into disrepute.

RISK RESPONSIBILITIES

Employees have a day to day responsibility to identify, analyse, evaluate and treat all risks that relate to their role and Council.

CAPABILITIES FOR THE POSITION

The Local Government Capability Framework describes the core knowledge, skills and abilities expressed as behaviours, which set out clear expectations about performance in local government: 'how we do things around here'. It builds on organisational values and creates a common sense of purpose for elected members and all levels of the workforce. The Local Government Capability Framework is available at <https://www.lgnsw.org.au/capability>

POSITION DESCRIPTION

ASSISTANT DIGITAL COMMUNICATIONS OFFICER

Below is the full list of capabilities and the level required for this position. The **capabilities in bold** are the focus capabilities for this position. Refer to the next section for further information about the focus capabilities.

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

The focus capabilities for the position 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 satisfactory level for a candidate to be suitable for appointment.

POSITION DESCRIPTION

ASSISTANT DIGITAL COMMUNICATIONS OFFICER

Local Government Capability Framework

Group and Capability	Level	Behavioural Indicators
Relationships Work Collaboratively	Intermediate	- Encourages an inclusive, supportive and co-operative team environment - Shares information and learning within and across teams - Works well with other teams on shared problems and initiatives - Looks out for the wellbeing of team members and other colleagues - Encourages input from people with different experiences, perspectives and beliefs - Shows sensitivity to others' workloads and challenges when asking for input and contributions
Results Plan and Prioritise	Intermediate	- Participates constructively in unit planning and goal setting - Helps plan and allocate work tasks in line with team/project objectives - Checks progress against schedules - Identifies and escalates issues impacting on ability to meet schedules - Provides feedback to inform future planning and work schedules
Resources Technology and Information	Foundational	- Shows confidence in using the technology required in the role - Uses technology appropriately, in line with acceptable use policies - Completes work tasks in line with records, information and knowledge management policies

SELECTION CRITERIA INHERENT REQUIREMENTS

Essential Experience

- Demonstrated experience with content management systems (preferably Silverstripe) in updating and maintaining websites.
- Experience with SharePoint or collaborative digital platforms and Office 365 applications.
- Established skill in utilising email marketing platforms (e.g. Campaign Monitor, MailChimp).
- Practical experience in creating and publishing content for digital channels (e.g. websites, digital screens, EDMs).
- Understanding of analytics tools (e.g. Google Analytics) to monitor and report on digital performance.
- Understanding of digital accessibility standards (WCAG 2.1)

Essential Qualifications, licences and tickets

- Tertiary qualifications / currently undertaking study in Digital Communications/Media or related, or a minimum of two (2) years relevant work experience

POSITION DESCRIPTION

ASSISTANT DIGITAL COMMUNICATIONS OFFICER

DESIRABLE REQUIREMENTS

- Basic graphic design skills using software such as Canva, Adobe Creative Suite or similar
- Local Government experience or understanding of public sector communication principles

ACCEPTANCE OF POSITION

I have read and understand the contents of the position description for my role and agree to work in accordance with the requirements of the position. I understand this position description is designed to guide the responsibilities and activities to be undertaken in this position and is not intended to be an exhaustive list. I understand that this position description may change with organisational requirements and the tasks and responsibilities outlined in the position description may vary from time to time.

Signature:

Date:

WHS PHYSICAL TASK REQUIREMENTS

ASSISTANT DIGITAL COMMUNICATIONS OFFICER

PHYSICAL TASK REQUIREMENTS

Physical Demands – General

- Data Entry – tasks involve the use of hands and arms to enter data on a computer with the use of a keyboard and/or mouse.
- Writing – tasks require written correspondence to be done.
- Close eye work – tasks involve the inspection of small defects/small parts
- Verbal communication – tasks involve constant verbal communication with others face to face and via telephone.
- Sitting – tasks involve the prolonged periods in a seated position.
- Colour Perception – tasks require you to be able to differentiate between colours.

Physical Demands – Manual Handling

- Bending/Twisting – tasks involve forward or backward bending or twisting at the waist.
- Reaching – tasks involve reaching with arms raised above shoulder height or forward reaching with arms extended
- Kneeling/Squatting – tasks involve the need to bend down in order to work at lower levels
- Light lifting/carrying – tasks involve raising, lowering, pushing, pulling, striking or moving objects away from or towards the body or the use of tools, equipment or the moving of materials:
 - Light 0-9kg

Working Environment

- Working indoors – tasks involve exposure to air conditioning and non-air-conditioned work spaces.

Psychological Demands

- Information ordering – tasks involve arranging things in a certain order.
- Language skills – tasks involve the ability to read, analyse & interpret reports, correspondence, forms, technical drawings, legislation and policies.
- Making Decisions – tasks involve making decisions and operating under short time frames and/or deadlines.

WORK HEALTH AND SAFETY

Employees – must cooperate with the employer to ensure the provision of a safe and healthy place of work.

Responsibilities

- To comply with all reasonable direction given to them by their immediate Supervisor.
- To follow and comply with the direction contained in documented WHS procedures, Safe Work Method Statements or Risk Assessments.
- To perform their duties in a safe manner, and to take reasonable care for the safety of others at work.
- Ensure that all incidents and near misses are reported to their immediate Supervisor.
- To use and maintain all safety equipment and personnel protective equipment (PPE) where directed by the Supervisor or signage.
- To be proactive in the identification of potential hazards that may be present in the workplace.

Accountability

- Employees will be held accountable for failing to comply with the Work Health and Safety responsibilities listed above.

WHS PHYSICAL TASK REQUIREMENTS

ASSISTANT DIGITAL COMMUNICATIONS OFFICER

Authorities

- Employees will have the authority to control any Work Health and Safety issue pertaining to their work activities at their place of work and/or to cease work when there is a genuine concern of risk to their own safety or that of others in the workplace.
- Where the ability to control a Work Health and Safety issue beyond, or progresses beyond an employee's authority, the issue is to be escalated to the next appropriate level of management.

ACCEPTANCE OF WHS REQUIREMENTS

I have read and understand the contents of WHS Physical Tasks and Requirements for my role and agree to work in accordance with the requirements of the position.

Signature:

Date: