

Job title: Social Media Lead	
Classification: Band 7	Effective Date: 22 April 2024
Reports to: Lead Strategic Marketing and Brand	Tenure: Temporary until 30 June 2025 (parental leave position)

About Us:

At Whitehorse City Council, community is at the heart of everything we do.

We aspire to be a healthy, vibrant, prosperous and sustainable community. We enable this through strong leadership and community partnerships.

We strive to stay ahead of evolving changes and needs of our community.

Our five key principles empower our employees to be innovative and to provide an excellent customer experience. We are a resilient organisation where everyone belongs.



Excellent Customer Experience and Service Delivery



Great Organisational Culture



Innovation and Continuous Improvement



Good Governance and Integrity



Long Term Financial Sustainability

CREATe - Our Values and Behaviours:

Our shared values and behaviours are integral to how we go about our work, interact with each other and our community. Our employees 'live' these shared values. In living these values we also ensure that everyone has a voice and that everyone matters.

Collaboration

We work flexibly together to achieve outcomes and solve problems.

Respect

We actively listen, value diversity and care.

Excellence

We adapt, respond, learn and grow.

Accountability

We take responsibility and follow through on our promises.

Trust

We act with integrity and are empowered to make decisions.

Goal Statement

This position is responsible for coordinating and executing Council's organic and paid social media strategy.

The role involves planning, developing and implementing creative social media content across Council's social media channels, and providing an exceptional customer experience for all who live, work and play in Whitehorse.

Key Responsibilities

Position Specific Responsibilities

- Generate, edit, publish and share regular content on social media (original text, images, video, links) that builds meaningful connections and encourages community members to engage with Council
- Coordinate Council's organic social media content calendar
- Build, monitor and report on paid digital campaigns on Meta and Google
- Advise, execute and implement Strategic Marketing and Communications campaigns
- Monitor and moderate social media channels in line with Council's Social Media Community Guidelines
- Provide training, onboarding and support to Council's Social Media Champions network
- Support research, reporting and recommendations for Council's digital channels
- Provide strategic advice to colleagues, ELT, Councillors and others on digital marketing best practice
- Engage with customers providing a great customer experience and assist rapid issue resolution in partnership with Customer Service

Corporate Responsibilities

- Adhere to all Corporate Policies, Procedures and the Organisational Goals and Values in the current Whitehorse City Council Collective Agreement.
- Understand and adhere to the Risk Management Policy (as it relates to the employees work area) and related procedures that are designed to minimise injury and/or loss to individuals, assets and equipment.
- Report any matters that may impact on the safety of Council employees or citizens, assets and equipment.

Authority

Budget: Nil

Staff responsibility: Nil

Decision Making:

- The position is accountable for the performance of content on Council's social media channels
- The position has the authority to implement Council's Social Media Procedures, Strategy and Social Media Community Guidelines.
- The position will make decisions on social media content calendar scheduling, curation of social media channels and appropriate customer service delivery.

Key Relationships

- The position will liaise with staff at all levels within the Organisation to deliver on the Social Media Strategy.
- The position is required to maintain professional relationships with Government departments and agencies, MAV, other Municipalities, service providers, insurers, staff associations, suppliers.

Role Requirements (Essential)

Qualifications/Certificates/Licences and Experience

- Significant experience in social media management or digital marketing
- A strong understanding of the social media landscape and content trends/opportunities within various platforms (LinkedIn, Instagram, Facebook, TikTok, etc) including demonstrated understanding of the role of organic versus paid activity
- Strong data analysis and research skills to help inform strategic recommendations
- Demonstrated ability to work flexibly, effectively and cooperatively as part of a team in demanding work environment
- Positive attitude, detail and customer oriented with good multitasking and organisational skills
- Driver's License (Highly desirable)

Technology

- Proficient in the use of Meta Business Suite, Google Ads & other social media management/scheduling platforms
- Extensive knowledge of digital trends, issues and opportunities
- Experience in Canva and Adobe Creative Suite (Ideal)
- Excellent writing, editing, presentation and communication skills

Interpersonal

- The ability to build and maintain effective relationships including demonstrated experience and skills in liaison, negotiation and problem solving with staff at all levels
- High level written and verbal communication skills
- Strong customer service ethic and focus on service delivery

Notes and Comments

Position may be required to support the wider Strategic Marketing and Brand team to assist in the delivery of strategic projects.

Position may be required to work out of regular business hours for operational requirements, emergencies and event coverage.

Key Selection Criteria

1. Experience leading the production and publishing of content for social media and digital platforms
2. Demonstrated experience with social media platforms, media tools, analytics and monitoring to inform strategic recommendations
3. Extensive knowledge of digital trends, issues and opportunities
4. The ability to build and maintain effective relationships including demonstrated experience and skills in liaison, negotiation and problem solving with staff at all levels
5. Excellent organisation, time management, written and oral communication skills

Physical Requirements

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	Comments
Kneeling/Squatting Tasks involve flexion/bending at the knees, ankle, and waist in order to work at low levels.			
Hand/Arm Movement Tasks involve use of hand/arms			
Bending/Twisting Tasks involve forward or backward bending or twisting at the waist.			
Standing Tasks involve standing in an upright position			
Reaching Tasks involve reaching above head, and above and equal to shoulder height			
Walking Tasks involve walking on slopes and walking whilst pushing/pulling objects			
Lifting/Carrying Tasks involve raising, lowering and moving objects from one level position to another			

Physical Functional Demand	Specific Physical Job Tasks	Frequency/Duration of performance of task per day	<i>Comments</i>
Pushing/Pulling Tasks involve pushing/pulling away, from and towards the body			
Keyboard Duties Tasks involve sitting at workstation and using computer.	Required	Often	
Satisfactory Vision Standard of vision required equal to that required for driver's licence	Required	Sometimes	

Any other relevant comments: