



SOUTHLAND
DISTRICT COUNCIL

POSITION DESCRIPTION

Digital Media Administrator – fixed term

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Manager

- Digital Communications Specialist

Responsible for

- no direct reports

Purpose of the role

- to assist with the development and improvement of council's digital media presence to maximise engagement opportunities and provide an enhanced customer experience.



OUR VALUES

CREATING OPPORTUNITIES

Strive for continuous improvement

Embrace change, see it as an opportunity

Seek to learn

Question the status quo

TAKING OWNERSHIP

Deliver on promises

Do what you say
Walk the talk

Own mistakes and learn from them

Be up front

Do the right thing at the right time

Be solution focused

WORKING TOGETHER

Demonstrate honest, open and appropriate communication

Open to feedback
Actively listening
Courageous conversations

Respecting each other

Supporting
Treating fairly
Recognising needs

Building and maintaining relationships

Sharing knowledge and expertise

BEING PROUD TO BELONG

Have a sense of belonging to SDC and the community

Have enthusiasm for Southland

Wanting the best for Southland

Be proud of what you do and how you do it

OUR VISION & MISSION

One community offering endless opportunities.

Working together for a better Southland.



KEY RELATIONSHIPS

Who does the job holder work for or interact with?

Internal Relationships

- elected members of Council
- all staff

External Relationships

- members of the public
- key stakeholders
- contractors

KEY ACCOUNTABILITIES

The key responsibilities are provided as a guide only.

Performance measures for this job will need further discussion between the job holder and manager as part of the performance development process.

- assist with the delivery of a digital work programme
- assist with Council's online presence (website, Facebook, intranet, Antenno etc) ensuring brand credibility and customer experience showcases a high performing council
- monitor and update content on Council's digital platforms in collaboration with Council departments
- assist with training and advice to staff on digital best practice
- assist with measuring the impact of digital initiatives and customer satisfaction
- assist with digital content creation
- integrate and lead by example the organisational values and a high level of professionalism in self and others
- always look for new ways of leveraging digital technologies to improve our engagement





ORGANISATIONAL ACCOUNTABILITIES

Undertake other activities, duties or projects (including “internal projects”) as directed by your Manager/Group Manager in an efficient and effective manner.

Attend and participate in Emergency Operations training (CIMS) and contingency planning to prepare for an emergency management event and actively participating in training exercises.

Assist Council, as required, in managing a civil defence event, having due regard to the safety of your family

Responsible for the safe management of Group activities and to support and enable the CEO and the Council as a PCBU to fulfil their duties under the law.

Champion, comply and promote the Council’s health and safety systems, policies and procedures, current legislation, regulations and good practice ensuring you keep yourself, our Council and others safe.

EDUCATION & QUALIFICATION

- A relevant tertiary qualification or studying towards one in digital technology, communications or a relevant discipline preferred

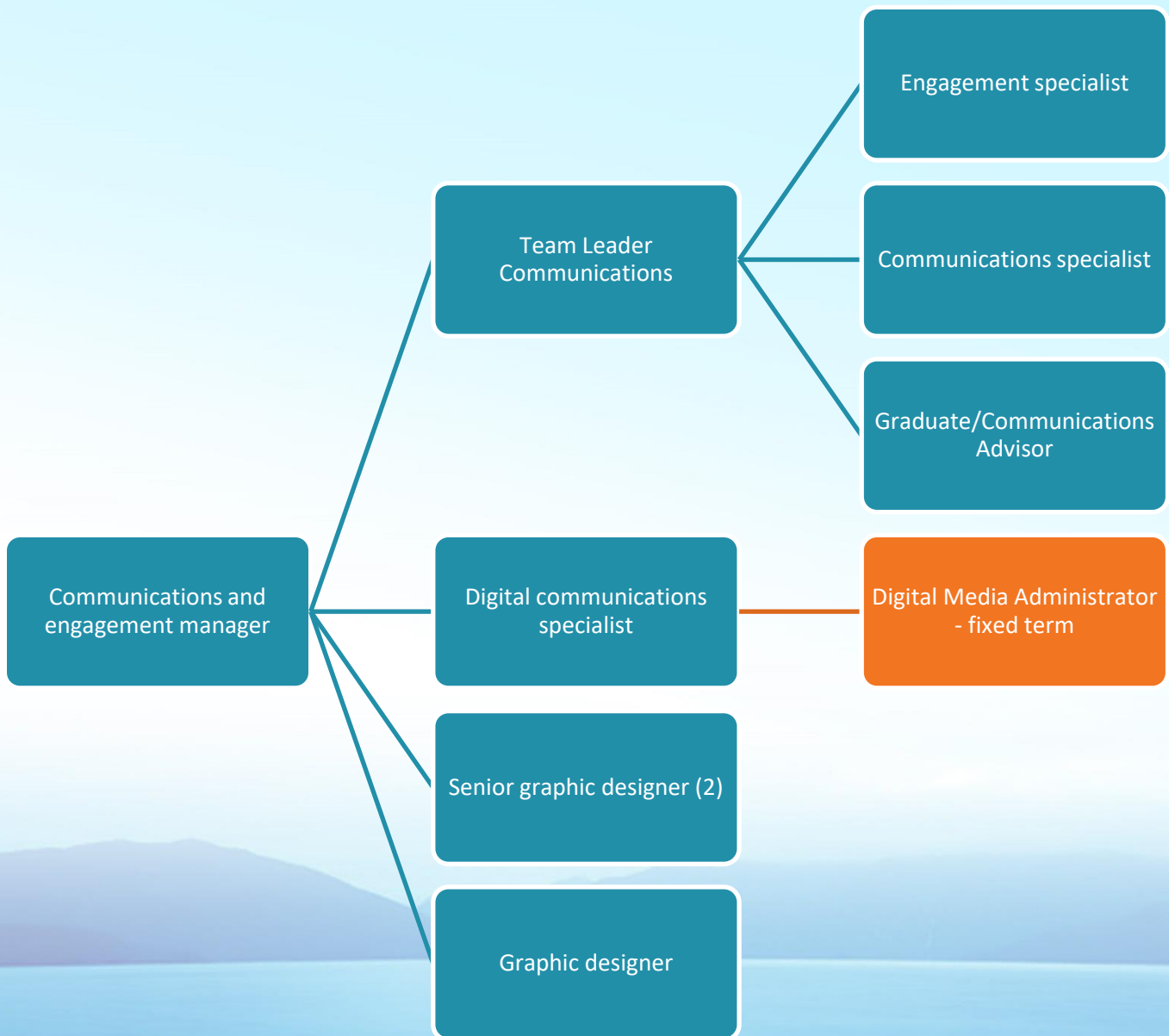
KNOWLEDGE EXPERIENCE & SKILLS

- a proactive customer centric approach and a can-do attitude
- strong IT literacy with a systems orientation and comfortable in technology environments
- experience in website administration preferred
- able to demonstrate tech savvy experience and utilisation of analytics tools (sharepoint, you tube, facebook, google analytics)
- ability to think logically and creatively in a problem-solving environment
- identifying, troubleshooting and resolving platform related incidents and requests in a positive manner
- effective written and oral communication skills
- ability to understand technical information quickly and repackage it into customer friendly language
- attention to detail and proficient at managing timeframes
- a high level of professionalism, ability to project organisational credibility through thinking on your feet to resolve issues
- ability to develop business relationships with external and internal stakeholders
- strong personal prioritisation and time management skills.



STRUCTURE

Where does my role fit?



AGREED BY

JOB HOLDER: _____

CHIEF EXECUTIVE: _____

DATE: _____



LEADING THE WAY

