

Digital Media Consultant

STATEMENT OF DUTIES		JANUARY 2019
Number	Generic	
Portfolio	Continuous Improvement and Evaluation	
Branch	Communication Services	
Section	N/A	
Sub-Section/Unit/School	N/A	
Supervisor	Manager, Online Communications	
Award/Agreement	Tasmanian State Service Award	
Classification	General Stream Band 5	
Employment Conditions	Permanent or fixed term, full time, 73.5 hours per fortnight, 52 weeks per year including 4 weeks annual leave	
Location	South	
Check Type	N/A	
Check Frequency	N/A	

Primary Purpose

Provide high quality input into and assist with the development, implementation and evaluation of the Department's online presence including some systems administration of websites and related technologies.

Level of Responsibility/Direction and Supervision.

The occupant will assist with the development and implementation of the departments online presence and will be responsible for effective and efficient help centre support and systems administration.

The occupant will receive broad direction from the supervisor but will be expected to exercise initiative and operate within established policies and procedures in resolving client queries on a day-to-day basis.

The Department has a range of delegations in operational areas including Finance, Human Resources and Facilities. The occupant is responsible for ascertaining the delegations that are assigned to these duties and is expected to exercise any applicable delegations prudently and in accordance with any specified limitations.

Primary Duties

1. Undertake general help centre tasks related to identified web technologies and digital media including compliance with Department Style Guides and accessibility requirements.
2. Undertake research and prepare high quality documents to enable the department to make informed evidence-based decisions relating to current and emerging web technologies and digital media.
3. Assist the Strategic Marketing Communication and Media team in developing, implementing, and reviewing policies and procedures relating to the Department's use of web and digital media to ensure it is contemporary and works towards achieving the Department's strategic objectives.
4. Provide client-focused support for Department of Education staff in relation the use of the Department's Internet, Intranet, and team sites, including training of staff where appropriate.
5. Monitor digital communication channels to understand how they are being used and identify any emerging issues relating to effective communication with targeted audiences, together with identifying and monitoring web statistics with an emphasis on the reporting to senior management.
6. The incumbent can expect to be allocated duties, not specifically mentioned in this document, that are within the capacity, qualifications and experience normally expected from persons occupying positions at this classification level.

Selection Criteria

Employment in the State Service is governed by the *State Service Act 2000* and employment decisions must be based on merit. A decision relating to appointment or promotion is based on merit if:

- an assessment is made of the relative suitability of the candidates for the duties; and
- the assessment is based on the relationship between the candidates' work-related qualities and the work-related qualities genuinely required for the performance of the duties; and
- the assessment focuses on the relative capacity of the candidates to achieve outcomes related to the duties; and
- the assessment is the primary consideration in making the decision.

Work-related qualities might include; skills and abilities; qualifications, training and competencies; standard of work performance; capacity to produce required outcomes; relevant personal qualities; and demonstrated potential for future development.

The following specific selection criteria must be addressed by candidates. The nominated position objective and duties contained in this statement of duties must also be used to assist in the interpretation of these selection criteria.

1. Demonstrated knowledge and understanding of a contemporary communication tool including social and mobile media, digital video, and responsive web platforms.
2. Demonstrated experience in and ability to undertake research to assist in evidence-based decision-making.
3. Demonstrated ability to effectively plan work, manage competing priorities and meet deadlines.
4. Well-developed skills in, and understanding of, responsive media design and development, accessibility compliance, content management administration, publishing, and support.
5. High level interpersonal and communication skills, including negotiation and conflict resolution skills, with the ability to interact and liaise effectively with staff at all levels. Proven strong client focus with the ability to communicate with diplomacy.
6. Demonstrated personal skills of attention to detail, flexibility, initiative, self-motivation, and the ability to work effectively within a small team.

Requirements

Registration/licences that are essential requirements of this role must remain current and valid at all times whilst employed and the status of these may be checked at any time during employment. It is the employee's responsibility to ensure that registration/licences remain current and to advise the Department if there is any change to the status of a registration/licence. This includes notifying the Department of any new criminal charges or convictions and/or if a registration/licence is revoked, cancelled or has conditions applied.

Essential

- The *Registration to Work with Vulnerable People Act 2013* requires persons undertaking work in a regulated activity to be registered. A regulated activity is a child related service or activity defined in the *Registration to Work with Vulnerable People Regulations 2014*.
This registration must remain current and valid at all times whilst employed in this role and the status of this may be checked at any time during employment.
 - Current Tasmanian Registration to Work with Vulnerable People (Registration Status – Employment)

Desirable

- Nil

Working within the Department for Education, Children and Young People

The Department is responsible for the following areas within Tasmania

- Tasmanian Government Schools
- Child Safety
- Youth Justice
- Out of Home Care
- Libraries Tasmania
- Child and Family Learning Centres.

This is a department built entirely for children and young people and their communities. Our ultimate goal is to work together to ensure that every child and young person in Tasmania is known, safe, well and learning. The child is at the centre of everything we do, and the way we do it.

We work collaboratively across disciplines to combine knowledge, experience and ways of working to benefit children and young people.

However, we are a new Department – established in October 2022 – and we are still working together to build our Strategy and our culture and values. This work will be continuing into 2023, and we want all staff to be involved in this.

Values, Behaviours and Workplace Diversity

Our values of **Connection, Courage, Growth, Respect, Responsibility** represent the foundation of our Department's culture and guide us in all that we do to ensure **Bright lives. Positive futures.** for every child and young person in Tasmania.

We bring our values to life through our everyday behaviours and actions. We want to attract, recruit and retain people who uphold these values and are committed to building a strong values-based culture.

Our Department is committed to building inclusive workplaces and a workforce that reflects the diversity of the community we serve. We do this through a culture that ensures everyone is respected, and has equal access to opportunities and resources. We recognise and respect individual differences as well as people's career path, life experiences and education, and we value how these differences can have a positive influence on problem solving, team dynamics and decision making within our organisation.

State Service Principles and Code of Conduct

Employment in the State Service is governed by the *State Service Act 2000*. All employees are responsible for ensuring that the standards of behaviour and conduct specified in the State Service Principles and Code of Conduct are adhered to. All employees are expected to act ethically and with

integrity in the undertaking of their duties. Employees who breach the code of conduct may have sanctions imposed.

The State Service Principles and Code of Conduct are contained in the *State Service Act 2000* and can be found on the State Service Management Office website at <http://www.dpac.tas.gov.au/divisions/ssmo> together with Employment Direction No. 2 *State Service Principles*. All employees must read these and ensure they understand their responsibilities.

All employees are expected to utilise information management systems in a responsible manner in line with the DECYP Condition of Use policy statement located at [Department for Education, Children And Young People: Information technology policies](#)

Work Health and Safety

The Department is committed to high standards of performance in respect of work health and safety. All employees are expected to promote and uphold the principles of fair and equitable access to employment/promotion, personal development and training and the elimination of workplace harassment and discrimination.

In accordance with the *Work Health and Safety Act 2012*, all employees whilst at work are expected to participate in maintaining safe working conditions and practices and take reasonable care for their own health and safety, ensuring their actions do not adversely affect the health and safety of others. All employees are expected to comply with any reasonable instruction given by the Agency to ensure compliance with the Act and collaborate with Agency work health and safety policies, procedures and guidelines.

We are committed to providing a safe workplace for all employees and have zero tolerance to all forms of violence. The Department is a smoke-free work environment, and smoking is prohibited in all State Government workplaces, including vehicles and vessels.

Information & Records Management and Confidentiality

All employees are responsible and accountable to:

- Create records according to the business needs and business processes of their business unit or school that adequately document the business activities in which they take part.
- Register documents in an approved Business Information Management System.
- Access information for legitimate work purposes only.

All employees must not:

- Destroy delete or alter records without proper authority; or
- Remove information, documents or records from the Department without permission.

Delegations

This position may exercise delegations in accordance with a range of Acts, Regulations, Awards, administrative authorities and functional arrangements mandated by Statutory office holders including the Secretary. The relevant manager can provide details to the occupant of delegations applicable to this position.

The Department has a zero tolerance in relation to fraud and in exercising any delegations attached to this role the occupant is responsible for the detection and prevention of fraud, misappropriation

and other irregularities, and for ensuring that all officers and employees are aware of the Fraud and Corruption Control Policy and reporting procedures.

Fraud Management

The Department has a zero tolerance to fraud. Officers and employees must be aware of, and comply with, the Agency's Fraud and Corruption Control Policy and Procedure and it is the responsibility of all officers and employees to report any suspected fraudulent activity to their Director or line manager or to the Manager Internal Audit.

We are committed to minimising the occurrence of fraud through the development, implementation and regular review of fraud prevention, detection and response strategies, and are conscious of the need to protect employees who advise management of suspected fraudulent activity from reprisal or harassment, and to comply with its obligations under the Public Interest Disclosure Act 2002. Any matter determined to be of a fraudulent nature will be followed up and appropriate action will be taken. This may include having sanctions imposed under the State Service Act 2000.

Category/funding/restrictions: Permanent or Fixed Term. Cost code: Specified for the School/College or Business Unit.

HR Office use only:

APPROVED BY HRM DELEGATE: 964915 – Manager Vacancy and Staffing Services – January 2018

Request:

Date Duties and Selection Criteria Last Reviewed: 01/18 VRH
