



Digital Communications and Marketing Officer

STATEMENT OF DUTIES		June 2022
Number	Generic	
Portfolio	Children and Young People	
Branch	Libraries Tasmania	
Section	As specified	
Sub-Section/Unit/School	As specified	
Supervisor	Communications and Marketing Manager	
Award/Agreement	Tasmanian State Service Award	
Classification	General Stream Band 4	
Employment Conditions	Permanent or fixed term, full time, 73.5 hours per fortnight, 52 weeks per year including 4 weeks annual leave. The occupant may be rostered for Saturday and evening shifts and Award arrangements will apply.	
Location	As specified	
Check Type	N/A	
Check Frequency	N/A	

Primary Purpose

Coordinate day-to-day communication and marketing functions, with a focus on digital marketing, and support staff across the organisation to deliver consistent promotion of Libraries Tasmania, including in an online setting, to build profile and achieve greater client and stakeholder engagement.

Level of Responsibility/Direction and Supervision

The occupant is responsible for the efficient and effective day-to-day coordination of communications and marketing within Libraries Tasmania, including supporting and providing guidance and instruction to staff across Libraries Tasmania as required.

The occupant is expected to coordinate and control allocated resources and contribute to the maintenance and improvement of service delivery through the provision of detailed advice.

The occupant is expected to exercise judgement and initiative within established guidelines, processes and systems under general direction from the supervisor. Unit goals and overall priorities determined by the supervisor.

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. Co-ordinate the development and ongoing renewal of approved content for Libraries Tasmania communications and marketing channels, with a strong focus on digital content including website, social media, newsletters, video and other digital or multimedia channels print and other formats.
2. Develop and implement processes, procedures and alternative approaches and solutions to support high quality communications and promotion in digital and other formats.
3. Work with stakeholders to develop communication plans and marketing strategies for projects.
4. Provide support for the delivery of consistent communication and promotion outcomes, including the provision of guidance and instruction in relation to practices, systems and processes.
5. Co-ordinate, develop and monitor Libraries Tasmania social media content in accordance with the Department of Education's social media policy.
6. Undertake research to provide advice, recommendations on alternatives and options that support and resolve operational problems in relation to workflow and social media practices.
7. Perform other duties as envisaged by the assigned classification under the relevant industrial award or agreement and in accordance with the skills, competency and training of the occupant.
8. 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. Proven high level skills and experience in relation to communication and marketing, particularly in relation to digital marketing.
2. Demonstrated experience in managing and implementing varied digital communication channels.
3. Demonstrated ability to exercise sound judgement and initiative in applying policies and regulations and in resolving complex operational issues.
4. Proven leadership and supervisory skills with the ability to coordinate and motivate staff and effectively provide instruction and guidance to achieve organisational outcomes.
5. Well developed interpersonal and communication skills including liaison and, negotiation skills with the proven capacity to interact effectively with a wide range of stakeholders.
6. Demonstrated knowledge of organisational use of digital channels including social media and social networking with the ability to keep up to date with emerging trends and ensure effective client engagement through a range of platforms.

Requirements

Registration/licences that are essential requirements of this role must remain current and valid at all times whilst employed in this role 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 Employer if their circumstances change. This includes notifying the Employer of any new criminal convictions and/or if a registration/licence is revoked, cancelled or has its conditions altered.

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

- Relevant diploma or post-secondary level qualifications.

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

We are a values-based organisation. Our aim is to attract, recruit and retain people who uphold our values and are committed to building a strong values-based culture. Our values and behaviours reflect what we consider to be important.

Our Department is committed to building inclusive workplaces and having a workforce that reflects the diversity of the community we serve. We do this by ensuring that the culture, values and behaviours enable everyone to be respected in the workplace and to have 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 of 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: 973874 – Assistant Director Strategic Recruitment and Payroll Operations – June 2022

Request: 503927

Date Duties and Selection Criteria Last Reviewed: 06/22/ VRH
