

# Department of Communities Tasmania

## STATEMENT OF DUTIES

<b>Position Title</b>	Digital Content Support Officer
<b>Position Number</b>	527355
<b>Division/Branch/Section</b>	Commissioner for Children and Young People
<b>Award/Agreement</b>	Health and Human Services (Tasmanian State Service)
<b>Classification</b>	General Stream Band 3
<b>Position Status*</b>	Fixed-term
<b>Position Type*</b>	Part-time
<b>Location</b>	South
<b>Reports to</b>	Manager, Communications and Engagement
<b>Check Type</b>	Annulled
<b>Check Frequency</b>	Pre-employment

*\* The above details in relation to Position Status and Position Type may be different when this position is advertised – please refer to the advertisement for vacancy details.*

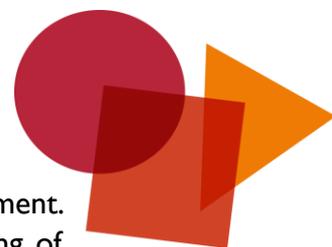
## About Us

Communities Tasmania brings together a range of functions, programs and initiatives aimed at enhancing and improving the lives of all Tasmanians. To create strong, inclusive and proud communities the Department will collaborate with our community-based partners to empower individuals and families throughout Tasmania to lead fulfilling lives.

Communities Tasmania provides opportunities for all Tasmanians to participate in community life and sport and recreation; supports, protects and nurtures vulnerable children, young people and their families; delivers and facilitates specialist disability services; and provides services to support social and affordable housing. The services of Communities Tasmania are based in all major centres throughout Tasmania; therefore, some roles may require intrastate travel.

Communities Tasmania creates an environment where children's safety and wellbeing is the centre of thought, values and action - we are responsive to the needs of families and communities that we engage with. We are a child safe organisation that puts the safety of children and young people first, creating a culture, adopting strategies and taking action to promote child wellbeing and prevent harm to children and young people.

The Office of the Commissioner for Children and Young People (CCYP) is established under Part 2 of the Commissioner for *Children and Young People Act 2016*.



The Commissioner is an independent statutory officer who reports to Parliament. The Commissioner's main role is to advocate for and promote the wellbeing of children and young people. Wellbeing includes the care, development and education, and the physical, emotional and psychological health and safety, of children and young people.

All officers performing a function, or exercising a power, under the *Commissioner for Children and Young People Act 2016* must:

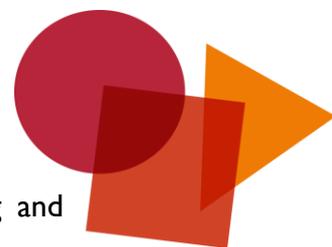
- Do so according to the principle that the wellbeing and best interests of children and young people are paramount; and
- Observe any relevant provisions of the United Nations Convention on the Rights of the Child.

## Primary Purpose

Under the supervision and guidance of the Communications and Engagement Manager, the Digital Content Support Officer will assist with the development and implementation of social media and other digital engagement strategies and campaigns for the Commissioner. They will assist in the development and publication of effective and compelling content through a wide variety of digital platforms to support the Commissioner's advocacy and engagement needs, particularly with children, young people and decision makers, and assist with running online engagement activities.

## Primary Duties

1. Assist with developing and implementing the Commissioner's digital communication and engagement strategies.
2. Assist with developing, editing and publishing content for a variety of digital channels, including the CCYP website, social media, newsletters, blogs, and videos, adhering to CCYP brand guidelines to ensure that messaging is consistent across all relevant touch points.
3. Assist with proactively maintaining website content to ensure information is up to date and engaging.
4. Provide copy-writing support for digital and offline materials such as posters, bulk emails, and other stakeholder engagement materials.
5. Create basic graphics and edit photos for use in social media campaigns, working with external graphic designers when necessary.
6. Research creative ideas and innovative ways to deliver digital campaign content and keep up to date with the latest market trends.
7. Assist with implementing innovative online engagement opportunities with children and young people to improve reach, user experience and information exchange.
8. Ensure the safety and wellbeing of vulnerable people you may be interacting with in person or online (including children and young people) and immediately report any concerns, disclosures, allegations or suspicions of harm. Actively participate in and contribute to practices that will ensure the Commissioner for Children and Young



People is a child safe organisation including reporting, record keeping and information sharing obligations.

9. Actively participate in and contribute to the organisation's Quality & Safety and Work Health & Safety processes, including the development and implementation of safety systems, improvement initiatives and related training, ensuring that quality and safety improvement processes are in place and acted upon.
10. 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.

### **Level of Responsibility, Direction and Supervision**

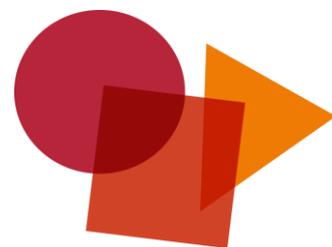
Operating under the broad direction of the Manager, Communications and Engagement, the Digital Content Support Officer is expected to work with minimal supervision on a day-to-day basis and will be responsible for:

- Assisting the Manager of Communications and Engagement to develop and implement social media and other digital engagement strategies and campaigns and to develop and publish effective and compelling digital content.
- Exercising a high level of initiative, discretion and judgment in the performance of tasks and for maintaining confidentiality of all acquired information.

### **Essential 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.*

- Current Tasmanian Working with Children Registration.
- The Head of the State Service has determined that the person nominated for this job is to satisfy a pre-employment check before taking up the appointment, on promotion or transfer. The following checks are to be conducted:
  - 1 Conviction checks in the following areas:
    - a) crimes of violence
    - b) sex related offences
    - c) serious drug offences
    - d) crimes involving dishonesty
    - e) serious traffic offences (*if Driver's Licence is an essential requirement*)
  - 2 Identification check
  - 3 Disciplinary action in previous employment check.



## Desirable Requirements

- Relevant tertiary qualifications in communications, public relations, media or other relevant discipline.

## Selection Criteria

1. Well-developed written communication skills, with demonstrated ability to write innovative and engaging content for a variety of channels and audiences, particularly children and young people.
2. Demonstrated knowledge of and experience working across various communication channels, including social media accounts and websites, and the ability to keep up to date with emerging trends.
3. Sound content production and graphic design skills, including experience in the use of Adobe Suite, Canva, iMovie/Final Cut Pro or similar software and familiarity with WordPress and website analytics (e.g., Google Analytics) or similar platforms.
4. Demonstrated interpersonal skills, with the proven capacity to interact effectively with a wide range of stakeholders, particularly children and young people, in a sensitive and confidential manner, and the ability to assist with stakeholder engagement activities both online and face-to-face.
5. Demonstrated ability to plan, organise and set priorities, and work with minimal supervision in a complex and busy work environment with short time frames.

## Values and Behaviours

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.



Communities Tasmania 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 of Communities Tasmania 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.

Communities Tasmania does not tolerate violence, especially violence against women and children.

*State Service Principles and Code of Conduct:* The minimum responsibilities required of officers and employees of the State Service are contained in the *State Service Act 2000*. The State



Service Principles at Sections 7 and 8 outline both the way that employment is managed in the State Service and the standards expected of those who work in the State Service. The Code of Conduct at Section 9 reinforces and upholds the Principles by establishing standards of behaviour and conduct that apply to all employees and officers, including Heads of Agencies. Officers and employees who are found to have breached the Code of Conduct may have sanctions imposed.

The *State Service Act 2000* and the Employment Directions can be found on the State Service Management Office's website at <http://www.dpac.tas.gov.au/divisions/ssmo>

*Fraud Management:* Communities Tasmania has a zero tolerance to fraud. Officers and employees must be aware of, and comply with, the Agency's fraud prevention 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, the Executive Director Capability and Resources or to the Manager Internal Audit. Communities Tasmania is committed to minimising the occurrence of fraud through the development, implementation and regular review of fraud prevention, detection and response strategies, and is 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*.

*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. Communities Tasmania 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 Agency's fraud policy and reporting procedures.

*Blood borne viruses and immunisation:* Health Care Workers (as defined by Communities Tasmania policy) with Communities Tasmania are expected to comply with Agency policies and procedures relating to blood borne viruses and immunisation, including against Hepatitis B. Depending on the level of risk associated with their duties, Health Care Workers may be required to demonstrate current immunity, previous seroconversion to Hepatitis B or immunity following vaccination.

*Records and Confidentiality:* Officers and employees of Communities Tasmania are responsible and accountable for making proper records. Confidentiality must be maintained at all times and information must not be accessed or destroyed without proper authority.

*Smoke-free:* Communities Tasmania is a smoke-free work environment. Smoking is prohibited in all State Government workplaces, including vehicles and vessels.