Position Description

Position Title:	**Digital and Visual Communications Advisor**
Reports To:	Team Leader - Communications
Responsible For:	N/A
Group and Team:	Communications – Community Engagement and Corporate Services
Children's Worker:	No
Delegations and Budget Responsibilities:	As per Delegations Register

Purpose

To deliver internal and external digital and visual communications that enhance and promote the Invercargill City Council's reputation in line with the Council's strategic direction.

Key Relationships

External to Council

- Clients/public.
- Community groups and organisations.
- Other local and regional authorities.
- Outside agencies including Government departments.

Within Council

- Other team members in your Department/Group.
- Other Invercargill City Council employees.
- Elected Representatives.
- Executive Leadership Team and management.

Our Compass Values and Behaviours

Responsibility

Take ownership of decisions and outcomes, both collectively and individually.

- We willingly share our knowledge.
- We acknowledge our mistakes, work to resolve them and learn from them.
- We give and receive feedback in a constructive manner to resolve issues.
- We do our job with total commitment.

Respect

Everyone is important, as are their views.

- We support and care for each other.
- We stop to listen, learn and understand.
- We communicate in an honest, up-front, and considerate manner.
- We maintain confidence and avoid hurtful gossip.

Above and Beyond

Take opportunities to go the extra mile.

- We take the initiative to improve our work practices to get the best result.
- We challenge ourselves and each other to make it better.
- We take pride in providing the best possible outcomes.
- We are ambassadors for our Council at all times.

Positivity

Always look on the bright side of life.

- We are approachable, interested and friendly.
- We are open and receptive to change.
- We acknowledge and praise the efforts of others.
- We work together as a team to get the job done.

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What You Will Do *(provided as a guide only)*

Digital External and Internal Communications

- Plan and develop effective and engaging digital content for use across our digital and social media channels to support strategic communications goals and projects.
- Write, edit, maintain and publish website and intranet content for Council and its services.
- Ensure content complies with, and furthers, our digital and website communications strategy and all relevant processes, standards and policies.
- Maintain knowledge and expertise of trends and best practice in digital technology and experience.
- Monitor, analyse and report on performance of digital channels and communications activities, and use the data to inform future activities.
- Support the development and delivery of digital marketing and email direct marketing for Council and its services.
- Contribute to the ongoing development and delivery of the Council communications internal and external strategy.
- Work in partnership with other key staff and departments to ensure communications are timely, relevant and measurable.
- Apply knowledge of the principles and articles of the Treaty of Waitangi to communications and work practices.

Digital Content and Graphic Design

- Create engaging and innovative digital and visual content for Council channels in line with strategic plans including photography, videography and graphic design.
- Design and create graphics and edit photos to support delivery of marketing and communications activities.
- Plan, capture and edit video and audio content, and develop animated video content, for use across various digital platforms.
- Design and develop corporate templates and documents to support corporate services.
- Attend Council events and services to capture relevant content as required.
- Manage and advise on the visual branding and branding guidelines for Council and its services.
- Manage digital livestreaming and video channels.

Team Support

- Provide communications and media support outside business hours, as required.
- Maintain awareness of relevant and interesting stories and develop content.

Note: *Specific performance measures for this position will be discussed between you and your manager through the performance development plan process.*

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What You Will Bring

The below qualities, knowledge and skills are the key focus for this role and are used to assess an applicant's suitability for the role and the incumbent's performance in the role.

Education and Qualifications

Essential:

A relevant tertiary qualification in graphic design, visual communications or similar, and at least two years' experience in a similar role or relevant discipline.

Knowledge, Skills and Experience

Essential:

Demonstrated experience with delivering effective and engaging visual communications.
Advanced digital technical skills and experience working with website administration, digital marketing platforms and social media.
Practical experience working with Adobe Creative Suite.
Intermediate video editing, graphic design and photography skills.
High level interpersonal, verbal and written communication skills.
Knowledge of the principles of the Treaty of Waitangi.
Sound time management and ability to work positively under pressure.

Desirable:

Understanding of the political environment and media landscape in Invercargill and Southland.
Experience in local or central government organisation.
Knowledge and appreciation of Te Reo Māori and Tikanga Māori.

Agreement

Employee

Name	*Sign*	*Date*

Manager

Name	*Sign*	*Date*

Note: *From time to time it may be necessary to consider changes in the position description in response to the changing nature of the work environment, which includes technological and statutory change. Such changes may be considered as part of the performance development review process or as required.*

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What We All Do

Customer Commitment

Treat customers with respect – taking the time to listen, learn and understand.
Present a positive image of Council by ensuring an efficient, courteous and professional service to customers at all times.
Acknowledge problems and complaints, identifying and promptly acting on solutions.

Continuous Improvement

Evaluate and review work practices and processes within all areas of responsibility to ensure that they are effective and efficient and implement improvements where appropriate.
Identify and propose additional business or service opportunities that enhance Council's existing capabilities.

Health, Safety and Wellbeing

Promote a safe and sound working environment and a culture of safe and responsible behaviours and attitudes.
Adhere to Health and Safety policies and procedures, enabling a safe and healthy work environment for all workers and members of the public.

Civil Defence Emergency Management

Assist Council in preparing for and responding to an emergency.
After establishing the safety of members of your household, you may be assigned duties to assist Council and/or Emergency Management Southland in an emergency.

Other Duties

Undertake duties from time to time that may be in addition to those outlined but which fall within your capabilities and experience.

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