



Position Description

Position	Digital Content Officer
Directorate	Marketing and Visitor Experience
Location/s	Headland Park, Mosman and other Harbour Trust sites as required.
Reports to	Digital Marketing and Communications Officer
Direct Reports	Nil
Enterprise Agreement Classification	Level 5
Our Organisation	<p>The Sydney Harbour Federation Trust (Harbour Trust) manages extraordinary places on the world's best harbour and provides the public with access to precious bushland, parks and open spaces.</p> <p>Located in First Nations countries, our visitor destinations are known for their natural beauty. They also feature heritage-listed structures and other remnants from Australia’s colonial, maritime and military history. For these reasons, they have significance on a national and international scale.</p> <p>Our vision includes making our destinations accessible to diverse audiences, amplifying their heritage and environmental values through storytelling and – through their conservation, remediation and adaptive reuse – fostering a sense of place and belonging.</p> <p>Our volunteer program is integral to achieving our vision. Volunteer involvement is underpinned by strong staff ownership across the organisation for engaging and managing our volunteers</p>
Code of Conduct & Values	<p>All employees and volunteers at the Harbour Trust abide by the Harbour Trust’s key values and Code of Conduct, behaving honestly and with integrity and acting with care and diligence.</p> <p>Employees are required to maintain confidentiality of all Harbour Trust information, upholding the Harbour Trust’s values, integrity and its good reputation.</p>

Harbour Trust Behaviours	<p>Delivering on these behavioural expectations is the responsibility of all staff and forms part of our integrated performance framework:</p> <ul style="list-style-type: none"> - We are ambassadors - We share information - Us not they - Collaboration is key - Caring for country mindset - We are all storytellers - Being constructive - Innovation mindset
Delegations	<p>To fulfill your role and responsibilities, you are delegated powers outlined within the Harbour Trust Register of Delegations. Delegated powers are to be exercised responsibly in a proper, ethical, diligent, professional and efficient manner, including always acting in good faith and in the best interests of the Harbour Trust.</p>
Health & Safety	<p>The Harbour Trust integrates safety into all aspects of the business to promote a positive safety culture and takes proactive steps to mitigate the risk of harm to employees, volunteers and others in the workplace.</p>
Our Commitment	<p>The Harbour Trust is an equal employment opportunity employer, committed to ensuring all employees are free from discrimination and harassment; where everyone is treated with dignity, courtesy and respect.</p>

ROLE OVERVIEW:

The Digital Content Officer is responsible for the content creation and implementation of all the Harbour Trust's digital channels, including its websites, social media accounts, eNewsletters, Google Arts & Culture profile, Google My Business listings, TripAdvisor Listing and other third-party web listings.

The focus of this role is keeping the Harbour Trust's digital channels current, engaging and growing its diverse audience, and supporting business priorities (including tour sales, accommodation sales, event attendance and more) through the execution of a digital content strategy. This involves delivering a compelling mix of content, including articles, posts, videos online exhibitions and multi-channel campaigns, on an ongoing basis.

The role is required to use the Harbour Trust's customer relationship management (CRM) software to not only create and send email newsletters but also manage its subscriber database. The officer is also required to use the content management system (CMS), shared by the Harbour Trust's 2

websites (harbourtrust.gov.au, cockatooisland.gov.au) to publish and update content plus modify and build pages.

In fulfilling their duties, the officer collaborates with coworkers across different business units as well as external stakeholders, including the Harbour Trust's website developer and service providers.

ROLE ACCOUNTABILITIES:

- Overseeing the Harbour Trust's social media accounts – creating, publishing and sharing content, engaging and growing our followers, and responding to questions, complaints and direct messages.
- Ensuring currency of websites (harbourtrust.gov.au, cockatooisland.gov.au), using the CMS to build, publish, modify and optimise webpages, using Google Analytics to monitor website performance, and working with an external website developer to make improvements and resolve issues.
- Delivering email marketing and managing the Harbour Trust's subscriber database using its customer relationship management (CRM) software – creating, publishing and monitoring the performance of both regular and ad hoc newsletters, targeted at relevant lists and audience segments.
- Supporting priority and seasonal marketing campaigns, including the production of web, social and email content.
- Producing monthly analytics report, breaking down the performance of each digital channel and including recommendations such as improvements and new content.
- Producing bespoke digital content as required, including graphics, videos, blogs and exhibitions.
- Coordination of the library of marketing assets – ensuring marketing images and videos are correctly tagged and filed in the Harbour Trust's digital asset management (DAM) system.
- Coordinating donation requests – monitoring for requests from community organisations seeking a prize donation towards a fundraiser and awarding them a prize donation based on the criteria.
- Coordinating third party web listings, which include always-on Google My Business, TripAdvisor Business Advantage and Sydney.com listings.

While we have made every effort to include all core responsibilities in this position description, it is not an exhaustive list of accountabilities. Tasks and priorities may change based on business needs.

SELECTION CRITERIA:

Essential (Qualifications, attributes, skills and knowledge)

- Experience using CRM and email marketing platforms – managing, growing and targeting contact lists and audience segments to optimise campaign performance.

- Experience creating engaging, audience-driven social media content to support marketing campaigns.
- Experience using content management systems and publishing website content.
- Strong writing and subediting skills, able to create platformspecific content for diverse digital audiences.
- Familiar with content creation tools such as Photoshop, Canva and iMovie – including photographing and filming with a smartphone.
- Ability to think creatively and laterally to effectively solve problems.
- Ability to take initiative, meet deadlines and balance competing priorities.
- An appreciation for the destinations protected by the Harbour Trust, including their layered history, public utility, heritage landmarks and enduring significance for First Nations peoples.

Desirable

- Knowledge of the tourism, leisure and hospitality industry highly regarded.

QUALIFICATIONS:

- Tertiary qualifications in social media, marketing and/or comms – or extensive experience in these fields.

ELIGIBILITY:

- Capacity to work from the office on select days to maximise in-person time with supervisor.
- Satisfy a Police Check
- Hold Australian citizenship



INTEGRATED LEADERSHIP SYSTEM – Level 5

Supports strategic direction	Achieves results	Supports productive working relationships	Displays personal drive and integrity	Communicates with influence
<p>Supports shared purpose and direction</p> <p>Understands and supports the organisation's vision, mission and business objectives. Identifies the relationship between organisational goals and operational tasks. Communicates with others regarding the purpose of their work. Understands and communicates the reasons for decisions and recommendations to others.</p> <p>Thinks strategically</p> <p>Understands the work environment and contributes to the development of plans, strategies and team goals. Identifies broader influences that may impact on the team's work objectives. Demonstrates an awareness of the implications of issues for own work and work area.</p> <p>Harnesses information and opportunities</p> <p>Draws on information from diverse sources and uses experience to analyse what information is important and how it should be used. Maintains an awareness of the organisation and keeps self and others well informed on issues that may affect work progress.</p> <p>Shows judgement, intelligence and commonsense</p> <p>Undertakes objective, systematic analysis and draws accurate conclusions based on evidence. Identifies problems and works to resolve them. Thinks laterally, identifies and implements improved work practices.</p>	<p>Identifies and uses resources wisely</p> <p>Reviews project performance and identifies opportunities for improvement. Makes effective use of individual and team capabilities and negotiates responsibility for work outcomes. Is responsive to changes in requirements.</p> <p>Applies and builds professional expertise</p> <p>Values specialist expertise and capitalises on the knowledge and skills of others within the organisation. Contributes own expertise to achieve outcomes for the business unit.</p> <p>Responds positively to change</p> <p>Establishes clear plans and timeframes for project implementation. Responds in a positive and flexible manner to change and uncertainty. Shares information with others and encourages cooperation in coping with change.</p> <p>Takes responsibility for managing work projects to achieve results</p> <p>Sees projects through to completion. Monitors project progress and manages priorities. Commits to achieving quality outcomes and adheres to documentation procedures. Seeks feedback from supervisor to gauge satisfaction.</p>	<p>Nurtures internal and external relationships</p> <p>Builds and sustains positive relationships with team members, stakeholders and clients. Is responsive to changes in client and stakeholder needs and expectations.</p> <p>Listens to, understands and recognises the needs of others</p> <p>Actively listens to staff, colleagues, clients and stakeholders. Involves others and recognises their contributions. Consults and shares information and ensures others are kept informed of issues. Works collaboratively and operates as an effective team member.</p> <p>Values individual differences and diversity</p> <p>Recognises the positive benefits that can be gained from diversity, and explores diverse views. Recognises the different working styles of individuals, and factors this into the management of people and tasks. Tries to see things from different perspectives. Treats people with respect and courtesy.</p> <p>Shares learning and supports others</p> <p>Identifies learning opportunities for others and delegates tasks effectively. Agrees clear performance standards and gives timely praise and recognition. Makes time for people and offers full support when required. Provides constructive feedback. Recognises and notes under-performance where appropriate.</p>	<p>Demonstrates public service professionalism and probity</p> <p>Adopts a principled approach and adheres to the APS Values and Code of Conduct. Acts professionally at all times and operates within the boundaries of organisational processes and legal and public policy constraints. Operates as an effective representative of the organisation in internal forums.</p> <p>Engages with risk and shows personal courage</p> <p>Provides impartial and forthright advice. Justifies own position when challenged. Acknowledges mistakes and learns from them, and seeks guidance and advice when required.</p> <p>Commits to action</p> <p>Takes personal responsibility for meeting objectives and progressing work. Shows initiative and does what is required. Commits energy and drive to see that goals are achieved.</p> <p>Promotes and adopts a positive and balanced approach to work</p> <p>Persists with, and focuses on achieving, objectives even in difficult circumstances. Remains positive and responds to pressure in a calm manner.</p> <p>Demonstrates self awareness and a commitment to personal development</p> <p>Seeks feedback from others. Communicates areas of strengths and acknowledges development needs. Reflects on own behaviour and recognises the impact on others. Shows commitment to learning and self-development.</p>	<p>Communicates clearly</p> <p>Confidently presents messages in a clear, concise and articulate manner. Focuses on key points and uses appropriate, unambiguous language. Selects the most appropriate medium for conveying information and structures written and oral communication to ensure clarity.</p> <p>Listens, understands and adapts to audience</p> <p>Seeks to understand the audience and tailors communication style and message accordingly. Listens carefully to others and checks to ensure their views have been understood. Checks own understanding of others' comments and does not allow misunderstandings to linger.</p> <p>Negotiates confidently</p> <p>Approaches negotiations with a clear understanding of key issues. Understands the desired outcomes. Identifies relevant stakeholders' expectations and concerns. Discusses issues credibly and thoughtfully. Encourages the support of relevant stakeholders.</p>