CITY AND ENVIRONMENT DIRECTORATE (CED)

POSITION DESCRIPTION

POSITION DETAILS

Position title: Senior Social Media and Digital Production Officer

Classification: ASO6

Position number: P39200

Division: Chief Operating Officer Group

Business unit: Communications, Engagement & Media

Location: Dickson, ACT

Reports to: Assistant Director, Social Media and Digital Productions

Date last reviewed: October 2026

DIRECTORATE OVERVIEW

The City and Environment Directorate (CED) brings together the people, services and systems that shape Canberra's future. We are a new directorate with a bold purpose: to deliver smarter, more connected services that respond to the needs of our Territory and community.

CED was established to align planning and transport, improve efficiency of development decisions, support environmental management, consolidate city services operations, and strengthen how government connects with the community. Our work spans the natural and built environments, city and transport services, and regulatory and customer service functions.

We are here to:

- Deliver streamlined, customer-focused services.
- Align planning, transport and environmental stewardship.
- Consolidate operations for greater efficiency and impact.
- Make government services more accessible, transparent and trusted.

At CED, we put people and place at the centre of everything we do. Whether shaping policy, maintaining public spaces, designing transport networks or supporting regulatory access, our people contribute to a connected, inclusive and resilient Canberra.

BUSINESS UNIT OVERVIEW

Our role is to ensure the Canberra community is well informed on government programs, policies and services, and has meaningful opportunities to inform decision making. We listen to the people of Canberra and are their voice in government. We value ongoing learning and will support you to

grow your career. Working with us, you will ensure the right information is provided to the right audience, at the right time. You will:

- Bring an audience-first lens to your work, informed by research, insights and evaluation
- Work with stakeholders in partnership with a strong client service ethic
- Enjoy working in a fast-paced environment, be flexible and open to change
- Be supported by whole of government guidelines, policies and procedures
- Be guided by an annual whole of government communications and engagement plan.

POSITION PURPOSE

This role is responsible for the day-to-day management of the City and Environment Directorate's social media channels and contributing to broader ACT Government channels. The position plays a key role in informing and engaging the Canberra community through timely, accessible and impactful digital communication.

Working closely with colleagues across the Communications, Engagement and Media Branch and stakeholders throughout the Directorate, the role identifies stories and opportunities, monitors online conversations, and produces high-quality content, including photography and videography where required.

Reporting to the Assistant Director, Social Media and Digital Production, the position requires strong organisational, creative and time management skills, with the ability to manage competing priorities and deliver results in a fast-paced environment.

DUTIES / RESPONSIBILITIES

Under broad direction from the Assistant Director, Social Media and Digital Production, you will:

1. Manage the Directorate's social media channels, including content planning, publishing, moderation and community management across platforms such as Facebook and Instagram.

2. Develop and produce engaging social media content, including graphics, photography and video, through in house production.

3. Support the delivery of digital communication activities that align with Directorate and ACT Government priorities.

4. Monitor social media activity, audience insights and digital analytics to evaluate performance, identify emerging trends and continuously improve content effectiveness and engagement.

5. Provide advice and guidance to stakeholders on social media content approaches, informed by best practice content design and audience engagement principles.

6. Work collaboratively with business areas to identify stories, opportunities and community-focused content that supports Directorate objectives.

7. Manage the CED Content team inbox and coordinate content requests to support timely and effective service delivery.

8. Support and participate in best practice communications and engagement response at the Public Information Coordination Centre (PICC) in times of a Territory emergency.

9. Understand and work within the ACTPS Code of Conduct and ACTPS values of respect, integrity, collaboration and innovation, and model behaviour consistent with the ACTPS Respect Equity and Diversity framework.

10. Other duties as directed.

Note: this position does not involve direct supervision of staff.

SELECTION CRITERIA (CAPABILITIES)

Provide concise evidence of your **skills, knowledge and behaviours** against the duties above and the ACTPS Shared Capability Framework.

1. Demonstrated experience managing social media channels and digital platforms, including content planning, publishing, moderation and community engagement.

2. Demonstrated experience creating high-quality digital content, including social media copy, graphics, photography and video, to engage audiences and support organisational objectives.

3. Demonstrated ability to use digital and social media analytics to evaluate performance, identify trends and opportunities, and inform content planning and continuous improvement.

4. Excellent written and verbal communication skills, with the ability to adapt messages for different audiences and provide clear, practical advice to stakeholders.

5. Demonstrated knowledge of contemporary social media, digital communications and content creation practices , including accessibility, audience engagement and best-practice content design principles.

6. Proven ability to build and maintain effective working relationships with a diverse range of stakeholders, and to work collaboratively to identify, develop and deliver content opportunities.

7. Demonstrated organisational skills, initiative and sound judgement, with the ability to manage competing priorities, meet deadlines and deliver high-quality outcomes in a fast-paced environment.

8. Resilience and the ability to work effectively under pressure, including responding to emerging issues and supporting communications activities during emergencies and critical incidents.

9. Demonstrated commitment to and the personal adoption of the principles of workplace diversity, participative work practices, workplace health and safety and compliance with the *Territory Records Act 2002*.

COMPLIANCE REQUIREMENTS / QUALIFICATIONS

- Relevant tertiary qualifications such as in communications, marketing and/or public relations is highly desirable.

- Visa holders are eligible to apply for both permanent and temporary roles. Those with eligible visas may be considered for permanent employment, while individuals with temporary residency or limited-duration visas may be offered permanent employment for the duration of their visas.

- This position does not require a Working with Vulnerable People Check.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of Senior Social Media and Digital Production Officer (position number P39200) and indicates how frequently each of these requirements would be performed. Please note that CED is committed to providing reasonable adjustment and ensuring all individuals have equal opportunities in the workplace.

ADMINISTRATIVE	**FREQUENCY**
Telephone use	Frequently
General computer use	Frequently
Extensive keying/data entry	Occasionally
Graphical/analytical based	Occasionally
Sitting at a desk	Frequently
Standing for long periods	Occasionally
Designated workstation ***The position in an activity based work environment***	Never

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STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Frequently
Expected to work extensive hours over a significant period due to the nature of the duties	Never
Access to Accrued Days Off (ADO's)	Never
Peaks and troughs	Frequently
Frequent paid overtime	Never
Rostered shift work	Never

SOCIAL DEMANDS	FREQUENCY
Work with others towards shared goals in a team environment	Frequently
Work in isolation from other staff (remote supervision)	Never
Working in a call centre environment	Never
Working directly with the public	Occasionally

PHYSICAL DEMANDS	FREQUENCY
Distance walking (large buildings or inter-building transit)	Occasionally
Working outdoors	Occasionally

MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Occasionally
Lifting 5 – 10kg	Occasionally
Lifting 10kg+	Occasionally
Climbing	Never
Reaching	Occasionally
Bending/squatting	Occasionally
Push/pull	Occasionally
Sequential repetitive movements in a short amount of time	Never

TRAVEL	FREQUENCY
Frequent travel – multiple work sites	Occasionally
Frequent travel – driving	Occasionally
Frequent travel – interstate	Never

SPECIFIC HAZARDS	FREQUENCY
Working at heights	Never
Exposure to extreme temperatures	Occasionally
Operation of heavy machinery e.g. forklift	Never
Confined spaces	Never
Excessive noise	Never

Low lighting	Never
Handling of dangerous goods/equipment	Never
Working with asbestos	Never
Potential to encounter agitated customers	Occasionally
Exposure to potentially distressing case material	Never

OTHER	**FREQUENCY**
Uniform required	Occasionally
Personal Protective Equipment (PPE) required	Occasionally