



POSITION DESCRIPTION

Directorate: Chief Minister, Treasury and Economic Development Directorate (CMTEDD)

Position Number: P31114

Classification: ASO5

Division: Communications and Engagement

Location: City Office Block

Branch: Content and Protocol

Last Reviewed: August 2026

Business Unit: Content

Position Title: Content Officer, Social Media

DIRECTORATE OVERVIEW

The Chief Minister, Treasury and Economic Development Directorate (CMTEDD) leads the public sector and works collaboratively both within government and with the community to achieve positive outcomes.

As a central agency, CMTEDD provides strategic advice and support to the Chief Minister, the Directorate's Ministers and the Cabinet on policy, economic and financial matters, service delivery, whole of government issues and intergovernmental relations. The Directorate facilitates the implementation of government priorities, drives initiatives as well as leads the strategic direction for the ACT Public Service (ACTPS), to ensure that it is well positioned to perform its role.

DIVISION 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.

POSITION OVERVIEW

The Content Officer, Social Media (ASO5) plays a key role in delivering high-quality, timely and engaging content across ACT Government-branded social media channels, including Facebook, LinkedIn and the WeAreCBR Instagram.

Working within a small team, the role is responsible for a range of important tasks to ensure the social media channels operate efficiently and effectively.

Collaborating within and across teams to develop and distribute high-quality content, this role will ensure the right information is provided to the right audience, at the right time, by:

- bringing an audience-first lens to the work, informed by research, insights and evaluation.
- collaborating with stakeholders in partnership with a strong client service ethic.
- working in a fast-paced environment, while being flexible and open to change.
- being supported by whole of government guidelines, policies and procedures, and being guided by an annual whole of government communications and engagement plan.

WHAT YOU WILL DO

- Develop, create and publish high quality and engaging content for ACT Government social media channels, including collaborating with stakeholders, subject matter experts and multidisciplinary teams within other directorates and ministerial offices.
- Monitor social media channels and prepare responses to community enquiries.
- Conduct analytics reporting to extract key insights and undertake research on social media trends and audience preferences to continuously improve content and engagement.
- Support the implementation of engaging and interactive digital content strategies, for whole-of-government projects, services and initiatives.
- Contribute positively to a collaborative team environment, demonstrating initiative, flexibility, and a proactive approach to support shared goals and evolving priorities.
- Provide communications and online services support at the Public Information Coordination Centre (PICC) in times of a Territory emergency.
- Model respectful behaviours and workplace safety, while demonstrating the ACT Public Service values of respect, integrity, collaboration, and innovation.

WHAT YOU REQUIRE

The following capabilities form the criteria that are required to perform the duties and responsibilities of the position.

Professional / Technical Skills and Knowledge

1. Knowledge of contemporary communications and social media practices.

2. Experience creating user-centric content for various channels, including writing, curating and publishing content for a variety of audiences.
3. Experience in a social media-focused communications role, including using social media management tools and online graphic design tools.

Behavioural Capabilities

1. Initiates creative and innovative ideas, approaches, insights or designs.
2. Strong written and verbal communication and the ability to engage effectively with various stakeholders and audiences.
3. Sound organisational skills, including the ability to effectively manage multiple tasks.
4. Ability to establish and maintain productive working relationships with internal and external stakeholders, through collaboration, engagement, responsiveness and influence.

Compliance Requirements / Qualifications

1. Relevant tertiary education qualifications such as in Communications, Journalism, Media Studies, Public Relations or Marketing is desirable.
2. A current driver licence is desirable.
3. This position does not require a pre-employment medical.
4. 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 Content Officer (position number P31114) and indicates how frequently each of these requirements would be performed. Please note that ACTPS 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	Frequently
Graphical/analytical based	Frequently
Sitting at a desk	Frequently
Standing for long periods	Occasionally
Designated workstation*	Occasionally

*Note: the position works in an activity based working (ABW) environment. Under ABW arrangements, officers do not have a designated workstation/desk. While the workplace is adapting to COVID-19, officers will have occasional access to a designated workstation.

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Occasionally
Peaks and troughs	Frequently
Frequent overtime	Occasionally
Rostered shift work	Occasionally

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

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	Occasionally

TRAVEL	FREQUENCY
Frequent travel – multiple work sites	Occasionally
Frequent travel – driving	Never
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	Never
Exposure to potentially distressing case material	Never

OTHER	FREQUENCY
Uniform required	Never
Personal Protective Equipment (PPE) required	Occasionally