CITY AND ENVIRONMENT DIRECTORATE (CED) POSITION DESCRIPTION

Position Title: Digital Content and Communication Officer

Classification: ASO6

Position Number/s: P46790

Division: Access Canberra

Business Unit: Regulatory Communication and Engagement

Position requirements: Nil

Reports to: SOGC

Location: Dickson/flexible working arrangements

Date last reviewed: November 2026

DIRECTORATE OVERVIEW

The City and Environment Directorate (CED) bring 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.

DIVISION OVERVIEW

What we do

At Access Canberra, we are all about giving people easy access to ACT Government regulatory services, payments and information while offering a great customer experience. We help community organisations, business and individuals work with the ACT Government and constantly look for new ways to better deliver services.

Access Canberra is unique to the ACT Government; we work across many different regulatory and customer service areas to support the delivery of regulatory reform and red tape reduction, drive government priorities and implement new initiatives. We actively engage in a risk and harm approach to compliance across a broad range of industry sectors to build a strong economy, safe community and sustainable environment.

Who we are
We are a diverse, innovative and professional team of people who come from a wide variety of backgrounds. We welcome people with experience from the community, public and private sectors and believe the more diverse our knowledge base is, the better our results will be. Access Canberra is comprised of people from all backgrounds seeking to help members of the ACT community. Demonstrating our connectedness with our community through inclusion and diversity is key to our vision.

We value people with innovative and creative ideas, who communicate with candour and respect, and who have the motivation to drive projects from conception through to delivery. We are curious about each other's work and always ask "who else needs to know?" If you require extra supports to engage in the workforce due to a disability, if you are a veteran, or if you bring the life experience of a culturally and linguistically different background, we are especially welcoming of your application.

What we offer
- Interesting and fulfilling work in a unique government environment where you can see the impact you have on the Canberra community.
- The opportunity to work with passionate, innovative and experienced leaders who encourage and support you to develop your interests and expertise.
- A flexible workplace offering a hybrid working arrangement; combining the flexibility of working from home with the ability to regularly connect with your team onsite to encourage connectedness and collaboration.

BUSINESS UNIT OVERVIEW

The team works collaboratively with all areas of Access Canberra to improve industry compliance across regulatory portfolios through the development of external engagement. The team supports a range of different Statutory Officers in Access Canberra including the Commissioner for Fair Trading, Registrar-General, Construction Occupations Registrar, Registrar of Architects, Delegate of the Road Transport Authority, Environment Protection Authority, CEO Gambling and Racing Commission and the Registrar for Controlled Sports; and deliver a smooth customer experience including supporting vulnerable members of the community to access our services. The team provides communication and engagement support and services to Libraries ACT.

The team also lead a arrange of internal communication activities to build staff knowledge and support the delivery of strategic business goals.

To be successful in working as part of this team, you will be:

- an experienced, creative and enthusiastic communications generalist who can manage a busy and diverse workload. One day you might be gathering and writing content for an industry publication, and the next filming and editing video content

- innovative and have fun in the way that you design and develop digital content
- a person who enjoys being a member of a team which works in a fast-paced environment and have the ability to adapt well to change and balance competing priorities.

POSITION PURPOSE

This role will support the accurate and timely delivery of content, materials and programs to support Access Canberra's regulatory communications and engagement with staff and industry.

DUTIES / RESPONSIBILITIES

Under limited direction you will:

- support the planning and implementation of creative, engaging and interactive digital content strategies across various industry engagement projects.
- write, create, edit, curate and publish engaging written and digital content for a range of channels and audiences
- collaborate with stakeholders on new ideas, opportunities and strategies and work across all areas of Access Canberra to support organisational priorities
- support a positive team culture, focused on personal growth and career development
- 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, work health and safety, and participative work practices
- other duties as directed.

In this role you will work collaboratively with CED Communication teams. You may also assist with other Access Canberra communication and engagement projects and tasks, as required.

SELECTION CRITERIA (CAPABILITIES)

Note: Your suitability for this position will be assessed against the below key areas and how they relate to the duties/responsibilities listed in the section above:

Professional / Technical Skills and Knowledge

1. Demonstrated ability to take an audience-first lens to content creation (especially for digital media), informed by research, insights and evaluation.
2. Excellent written communications skills, with experience in writing for a range of channels and audiences.
3. Experience in producing engaging digital content, including videos and/or graphic design.
4. Well-developed interpersonal and communication skills, and the ability to build relationships and collaborate effectively.

5. Knowledge of digital and design platforms and video development.

Behavioural Capabilities

6. Demonstrate critical thinking and have strong attention to detail, sound judgement, and a 'can-do' approach to developing new, creative and innovative ideas.
7. The ability to work within a team to deliver collaborative solutions to complex problems.
8. Adaptability to changing circumstances and successfully managing multiple priorities and demands, in a dynamic, complex and diverse environment.
9. Resilience and the ability to work productively in a high-pressure environment.

COMPLIANCE REQUIREMENTS/QUALIFICATIONS

Relevant tertiary qualifications or a minimum of two year's experience working professionally in the fields of digital communications and content production, media, public relations, marketing, or strategic communications is essential.

Specific experience in the following areas is desirable:

- planning and producing digital content including video content and/or graphic design
- SharePoint and/or website management and publishing

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of this role 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/Mobile Phone use	Frequently
General computer use/in field technology	Frequently
Extensive keying/data entry	Frequently
Graphical/analytical based	Frequently
Sitting at a desk	Frequently
Standing for long periods	Occasionally
Designated workstation – ***The position in an activity based work environment***	Never

STANDARD HOURS	**FREQUENCY**
Flexible working hours (access to flex time)	Frequently
Fixed or specified start/finish times	Occasionally
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	Occasionally
Requirement to work 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)	Occasionally
Working in a call centre environment	Never
Working directly with the public	Frequently

PHYSICAL DEMANDS	**FREQUENCY**
Distance walking (on roads, paths or nature strips)	Occasionally
Working outdoors	Occasionally

MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Occasionally
Lifting 5 – 10kg	Occasionally
Lifting 10kg+	Never
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	Occasionally
Frequent travel – interstate	Never

SPECIFIC HAZARDS	FREQUENCY
Working at heights	Never
Exposure to extreme temperatures	Never
Operation of heavy machinery e.g. forklift	Never
Confined spaces	Never
Excessive noise	Occasionally
Low lighting	Occasionally
Handling of dangerous goods/equipment	Never
Working with asbestos	Never
Potential to encounter agitated customers	Occasionally
Exposure to potentially distressing case material or work sites	Never

OTHER	FREQUENCY
Uniform required	Never
Personal Protective Equipment (PPE) required *Safety footwear* *High visibility clothing* *Hard hat* *Eye protection*	Occasionally

Appropriate clothing	