


POSITION DESCRIPTION



Position title	Digital Communications Officer
Directorate	Corporate Services
Designation	Level 3 MO (Municipal Officer) ASTC EA
Position number	P2186
Responsible to	Marketing & Communications Coordinator
Position status	Permanent Full-time
Position description approved	 Date: 12/8/2025

Primary Objective

Based in the Civic Centre within the Corporate Services Directorate, the Digital Communications Officer is a key member of the Marketing and Communications Unit. The role is responsible for creating high-quality digital content that strengthens Council's online presence, engages the community, and supports key initiatives and services. It plays a vital part in promoting Council's brand, reputation, and strategic objectives, ensuring all digital communications are accessible, inclusive, and aligned with the "Together for Alice" message.

Key Responsibilities

- Plan, develop, and schedule high-quality digital content for Council's online channels, applying established communication techniques and exercising initiative in determining priorities to meet organisational objectives.
- Monitor and moderate Council's digital platforms, responding to routine enquiries and exercising judgement to escalate and manage content or issues that present potential reputational risk.
- Design, produce, and adapt a range of digital and print communication materials - including social media graphics, posters, banners, signage, and templates - in line with Council's brand guidelines and communication strategies.
- Liaise and collaborate with internal stakeholders to scope, plan, and deliver marketing and promotional campaigns that support Council programs, events, and community engagement initiatives.
- Coordinate photography and videography requirements, including capturing content in-house and engaging, briefing, and overseeing the work of external suppliers to ensure quality and alignment with Council messaging.
- Collect, analyse, and report on digital engagement and campaign performance using established reporting tools, interpreting results to support continuous improvement in communication strategies.
- Maintain and oversee the consistent application of Council's brand identity across all internal and external communications, signage, and promotional materials.

- Follow health and safety instructions and comply with relevant workplace policies, procedures, and emergency protocols.
- Use personal protective equipment and operate machinery, plant, and vehicles safely.
- Report hazards, incidents, accidents, and near-misses to your Manager/Supervisor promptly.
- Perform other duties within capabilities and/or consistent with the level of this position as required.

Qualifications

- Certification (e.g. Certificate IV) in Design, Marketing or Communications or equivalent experience.
- Current National Criminal History Check (less than 6 months old).
- Current C class driver license to be able to drive in the NT or ability to obtain.

Selection Criteria

Essential

1. Proven ability to plan, design, and produce a wide range of high-quality digital and print communication materials, applying established design principles and creative techniques to achieve organisational objectives.
2. Highly developed verbal and written communication skills, with the capacity to prepare clear, accurate, and engaging content, and to negotiate and liaise effectively with diverse stakeholders to achieve desired outcomes.
3. Demonstrated competence in photography and videography, including capturing, editing, and coordinating multimedia content to support communication strategies.
4. Sound knowledge and practical application of communication, public relations, and promotional principles, with the ability to interpret organisational objectives and translate them into targeted campaigns.
5. Proficiency in the use of social media platforms and graphic design tools, with the capacity to apply established digital communication techniques and adapt them to changing priorities or emerging issues.
6. Strong commitment to delivering high standards of customer service and upholding professionalism, organisational values, and community-focused outcomes.
7. Proven ability to plan, prioritise, and manage time effectively, balancing multiple projects and deadlines while maintaining quality and accuracy of outputs.
8. Demonstrated capacity to work collaboratively within a team environment, contributing to shared goals and supporting colleagues to achieve effective outcomes.
9. Ability to work out of office hours (weekends/evenings) to cover events as or if required.

Desirable

1. Diploma (AQF L5) in Marketing & Communications, Social Media or Digital Marketing.
 2. Experience working within a local government framework.
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ACKNOWLEDGEMENT

I have received a copy of this Position Description and have read and understand its contents.

Employee Name _____::FIRSTNAME:: ::LASTNAME::_____

Signature _____::SIGNATURE::_____ Date _____