

Digital Services Officer (Visual) – Fixed Term



**MARLBOROUGH
DISTRICT COUNCIL**



Only Marlborough

Purpose of the position

The purpose of this role is to assist Council to have progressive, effective and up-to-date websites, intranet, online services and mobile solutions system by:

- Working with MDC's lead designer to create digital and print collateral
- Content creation and editing and contributing to further web development
- Assisting in administration of MDC's online services and mobile solutions; websites, and intranet
- Supporting development of online services that improve business efficiencies and customer service
- Assisting in maintenance of MDC's social media presence

Who you report to

Digital Services Manager

Hours of business

Council's hours of business are 8.00 am to 5.00 pm Monday to Friday. Your hours of work are as per your employment agreement or variation as recorded on your personnel file.

Location

Marlborough District Council, Seymour Street, Blenheim

Person specification

| Competencies | Ability to demonstrate |
|--|--|
| Personal qualities | <ul style="list-style-type: none"> • proven organisational and time management skills • excellent written and oral communications skills • excellent attention to detail and quality • a team player • self-motivated and proactive |
| Technical skills | <ul style="list-style-type: none"> • strong graphic design skills • a good working knowledge of office systems and web content management systems • excellent Adobe and Microsoft skills • web content publishing skills • experience in online video creation and editing • photography skills • knowledge of photo imaging tools • knowledge of online process mapping tools |
| Qualifications and work experience required | <ul style="list-style-type: none"> • project management skills • competent in emerging web and mobile and social media technologies and associated operating systems |

Position description

| Key responsibilities | To achieve this you will need to | As a result we will see |
|-------------------------|--|---|
| Design | <p>Work with MDC's Lead Designer to produce print and digital graphics and collateral, and maintain design files</p> <p>Maintenance/administration of design files</p> | Good collaboration between MDC's Lead Designer and yourself |
| Communication | <p>Graphic input as required to ensure online communications are clear and professional.</p> <p>Assist with maintenance of in-house web/online style guide</p> <p>Assist with release of news, notices and other public communications</p> <p>Ensure there is online communications support during emergency events</p> | Improved communication systems |
| Visual content creation | <p>Visual content creation tasks that may include:</p> <ul style="list-style-type: none"> • Generate animated videos using custom software • Subtitle videos to comply with accessibility standards • Manipulate, edit and trim footage segments and put together film sequences • Create and manipulate photographic imagery as required for MDC's digital and social channels • Create film pieces as required for MDC's digital channels | Satisfied Digital Services Manager |
| Web editing | <p>Provide assistance as required with the following tasks:</p> <ul style="list-style-type: none"> • Content editing and content creation • Identify potential areas for future development • Compliance with NZ Govt Web Accessibility and Web Usability Standards | Constantly evolving and improving Council websites |

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|--|---|---|
| MDC's online messaging platforms | Provide assistance and training support in publishing to MDC's online messaging platforms including Sphere newsletters and Antenno and any future platforms | Timely content updating |
| User experience | Work within the digital team to assist with transition from print-first to digital-first across MDC communication channels | Users have a similar brand and usability experience in all environments |
| Assist with management and configuration of online services/mobile solutions | <p>Assist with, configuration and testing of new online services and mobile solutions</p> <p>Provide training, and appropriate documentation</p> <p>Acquire knowledge and understanding of MDC's online platform and mobility software developments and implement these to resolve business problems</p> <p>Assist to maintain and further develop technical and procedural documentation</p> | Solutions developed offer an improvement to the service they replace, or add value to an existing service |
| Intranet editing | <p>Web editing as required</p> <p>Provide advice and assistance to internal customers</p> <p>Assist with site content management</p> <p>Assist with graphic input as required</p> | Constantly evolving and improving Council intranet |
| Web analytics | Provide reports and analysis of website traffic. Use user experience insights to optimise services and websites for users | Information provided in a timely manner |

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|----------------------|---|---|
| Backup Social media | Provide cover when required due to annual leave or during emergency events to: <ul style="list-style-type: none"> • monitor, moderate and maintain MDC's main social media accounts as required • Promote Council on social media • Assist staff with social media campaigns | Adherence to MDC social media/electronic communication policy Active participation with others and shared responsibility |
| Project management | Assist with online services projects and various aspects of projects as requested Conduct appropriate change management communication, training and issue resolution as part of any project resulting in a change of business practices and processes Resolve or escalate potential issues as required | Projects are delivered on time and within budget |

Organisation chart



Marlborough District Council

Strategic framework

Over the next decade, Marlborough will become a globally connected district of progressive, high-value enterprises, known for its economic efficiency, quality lifestyle, desirable location and natural environment. Marlborough will be “Smart and Connected”.

The role of a local authority is defined in the Local Government Act 2002

Marlborough District Council (MDC) is a Unitary Authority required to carry out the functions of both a territorial authority and a regional council. Therefore Council has a wide range of activities that it undertakes – many of which it must carry out by law, including:

- key infrastructure: roads, footpaths, water, sewerage, rivers and drainage, waste
- regulatory responsibilities: Resource management act policies, monitoring and consents, building consents, maritime navigation and safety, biosecurity, food and liquor
- community facilities and support: parks and reserves, libraries, community grants, emergency management, community housing
- regional development: economic development, tourism and events, irrigation, car parking.

Organisational values

Staff enjoy working for MDC

MDC's values and behaviours are based on Respect, Professionalism and Integrity. MDC is committed to an environment that supports professional development, an equal opportunities workplace and a positive culture.

Supporting organisational values

All staff are expected to endorse and support the Council's Strategy, Goal and Values and actively work to achieve them, behaving with the highest level of professionalism and integrity and exhibiting courtesy and impartiality towards colleagues and the community.

Our values are:

- we are open, transparent and collaborative
- we are partners with our tangata whenua iwi
- we involve and respect our many cultures
- we are innovative and strive for excellence
- we are adaptive and responsive to community needs
- we work in an environmentally sustainable manner.

Organisational responsibilities

| Key responsibilities | To achieve this you will need to | As a result we will see |
|--|--|---|
| Continuous improvement | Staff are required to continually seek opportunities to improve services for their customers. | Improvements suggested. Procedures and processes are re-designed and developed. |
| Be aware of and comply with risk policy and giving advice | Everyone has a responsibility to understand, report and manage operational and compliance risk. All staff must familiarise themselves and comply with Council risk management policies and procedures. | No infractions. |
| Corporate contribution | <p>Show support for organisation development initiatives, eg, systems thinking, culture reinforcement, and organisational values.</p> <p>Be a team player adhering to, and compliance with Council's governance and corporate plans, policies and strategies, management plans, policy and procedure manuals, strategic and business plans.</p> <p>Proactively participate in Performance Management process.</p> <p>Participate and contribute to corporate projects and inter-departmental initiatives as agreed.</p> <p>Attend team meetings.</p> | <p>Active participation and contribution to continuous improvement.</p> <p>Satisfactory audit results.</p> <p>Active participation in agreed procedures.</p> <p>Active participation in initiatives. Follow all established procedures and use correct forms.</p> <p>No meetings missed except for good reason.</p> |
| Deal with the general public in a courteous and positive manner | All enquiries are processed quickly and accurately in an appropriate manner. | Public and client satisfaction. |
| Records | Council records are created and maintained in corporate information systems, meeting specified information management standards. | No infractions. |
| Availability | Take responsibility for your availability by ensuring periods of unavailability such as meetings, holidays etc. are clearly marked in Outlook using your calendar and out of office message facility. | No infractions. |

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|---|---|--|
| Contribute to achievement of MDC health and safety goals | Take responsibility for your own and others safety and wellbeing. This includes following all safety and wellbeing procedures and instructions, including reporting hazards, incidents, accidents and near misses and participating in safety and wellbeing initiatives and programmes as required. | Regular reviews with your manager to identify any health and safety risks, hazards, accidents and incidents. |
| Response in emergencies | Willingness to be available to assist during emergencies as and when they occur. Staff work within their levels of competence and training. | Be available when called upon to assist as far as practicable. |
| Other duties | That any additional duties or special projects that may be assigned from time to time are effectively and efficiently performed. | Results specific to the duties. |

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