



POSITION DESCRIPTION

POSITION DETAILS		
Title	Digital Content Producer	
Reporting to	Team Leader, Experience Design	
Function	Transformation & Integration	
Section	Business Transformation	
Team	Experience Design	
Classification	Admin/Tech Level 3	
People Leader (Y/N)	N	
Written by	Georgia Horner	Date: 23/12/2021
Approved by	Leanne Darmanin	Date: 1/02/2022

POSITION PURPOSE
<p>Provide one to three statements that describe the main purpose of the role, describing the job and convey why this job exists and what its contribution is to the organisation.</p> <p>The Digital Content Producer is responsible for optimising and maintaining the quality of the Greater Western Water website and producing digital content and related artefacts that contribute to the customer experience, with a goal of improving outcomes for customers and Greater Western Water.</p>
<p>Responsibilities:</p> <ul style="list-style-type: none"> • Drive a constant supply of relevant and engaging content that can be repurposed across GWW’s digital channels • Produce and publish digital web copy for the GWW website • Improve website documents and build internal capability to ensure adherence with brand and Accessibility standards • Track and report on website key metrics and campaign activities to ensure the website is delivering an optimal experience • Contribute to the effective management of GWW’s digital content library, ensuring content is filed and saved effectively • Manage website requests from internal stakeholders in a timely manner • Raise and facilitate website issues or incidents • Maintain website plugins and facilitate improvements to web performance • Provide CMS administrative support including user management, authoring capability uplift and vendor liaison • Undertake testing to ensure changes to the website (HTML and CSS-based) function as expected

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ORGANISATION CONTEXT – ABOUT GREATER WESTERN WATER

Greater Western Water brings together the best of City West Water and Western Water to enhance customer service and water security and provide more affordable services for the communities it serves.

The challenge now and into the future for the organisation, is to continue to develop the organisation, addressing the unprecedented growth being experienced in Melbourne’s western corridor, in a way that:

- Delivers value for customers and communities
- Contributes to a highly liveable, viable region
- Cares for the environment
- Leverages partnerships and technology to create future opportunities, and
- Enables a performance focused, safe, and inclusive workplace culture where employees can innovate and thrive.

MAJOR ACCOUNTABILITY AREAS

Major Accountability Area	Key Performance Indicator
<p>Website Production</p> <ul style="list-style-type: none"> • Manage website requests in a timely manner including liaising with stakeholders in review stages and ensuring an excellent standard of customer service is upheld • Facilitate triage of CMS-specific bugs or incidents, including liaising with the IT department or support vendors, communicating with impacted stakeholders and escalating issues as required to the Experience Design Team Leader and Transformation Manager • Maintain access management for the CMS, including the associated onboarding and offboarding tasks required for users • Maintain plugins that contribute to the function of the website, assessing and recommending ways to improve overall performance of the website with these tools 	<p>Measure</p> <ul style="list-style-type: none"> • Non-complex website requests are actioned within 3 business days

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<p>Digital Content Development</p> <ul style="list-style-type: none"> • Develop content and digital artefacts that contribute to the customer experience across digital channels, including the website, portal, email, and SMS • Improve the Accessibility quality of website-published documents received from stakeholders, including continuing to build inter-department capability in Accessible writing standards • Apply content-based changes within the customer portal (MyAccount & MyWater) as required • Provide content guidance and consultation • Track and report on website key metrics and campaign activities to ensure the website is delivering an optimal experience • Contribute to the effective management of GWW’s digital content library, ensuring content is filed and saved effectively 	<p>Measure</p> <ul style="list-style-type: none"> • Content completed to acceptable brand and Accessibility standards
<p>Stakeholder Engagement</p> <ul style="list-style-type: none"> • Engage stakeholders across GWW, developing long-term relationships to help them understand the process of updating website content, the application of accessibility standards and development of content skills as part of a federated content management model • Work collaboratively and cross-functionally with internal stakeholders, including IT and Comms and Engagement to achieve the best possible digital experience for users • Proactively manage the relationship with the service provider for Drupal 9, GovCMS 	
<p>Standard Accountability – ALL ROLES</p> <ul style="list-style-type: none"> • Take care of own and colleagues Health, Safety and Wellbeing (HSW) through proactively supporting and promoting – regardless of role – positive HSW leadership, as part of GWW’s culture. 	<p>Measure</p> <ul style="list-style-type: none"> • Contribute to a healthy and safe workplace. • Support and promote programs to reduce HSW (physical and psychosocial) risk. • Contribute to the enhancement (effectiveness / usability / accessibility) of HSW systems and processes.



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	<ul style="list-style-type: none"> Participate in HSW projects, initiatives, and forums, as required.
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RELATIONSHIPS AND STAKEHOLDERS

Outline the position's requirements for internal and external communication/negotiation/contact with other people or groups

Concentrate on those communication requirements that are critical to the achievement of the position's primary objective(s).

List any committees, etc the position will be involved with (internally or externally).

Internal	<ul style="list-style-type: none"> Experience Design IT and Digital Communications & Engagement Customer Service
External	<ul style="list-style-type: none"> govCMS and CMS Service Provider Digital & content professionals from neighbouring utilities and organisations

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SKILLS, EXPERIENCE and TECHNICAL KNOWLEDGE	
Enterprise Skills	Proficiency
Customer Focus	Advanced
Critical Thinking	Advanced
Communicating with Influence	Intermediate
Innovation & Continuous Improvement	Intermediate
Technical Knowledge	<ul style="list-style-type: none"> • Excellent writing skills and attention to detail, with ability to produce digital content in line with brand and Accessibility standards • Advanced understanding of CMS systems and associated website plugins (e.g. keyword search tool) • Intermediate understanding of writing for Accessibility compliance (WCAG 2.1 and WA-ARIA) • Strong relationship building skills with ability to communicate well with stakeholders and external vendors • Strong organisational skills with ability to manage competing priorities
Experience	<p>Essential</p> <ul style="list-style-type: none"> • Maintenance of website Content Management System (Drupal 9 or GovCMS highly desirable) • Facilitation of website requests, including content and document enhancements • Facilitating triage of website issues or incidents, including liaising with IT departments and vendors to find a resolution <p>Desirable</p> <ul style="list-style-type: none"> • Basic understanding of HTML and CSS • Working in an Agile delivery team with familiarity of design sprints
Qualifications Include relevant trades / qualifications / licences / accreditations / registrations	<ul style="list-style-type: none"> • Tertiary qualification in Communications, Digital Design or another relevant field.