



POSITION DESCRIPTION

POSITION TITLE:	Web Publisher
CLASSIFICATION:	Band 6
DIRECTORATE:	Communications/Production
BUSINESS UNIT:	Public Relations
REPORTS TO:	Media Communication Manager, Web Publishing Manager

1.1. Position Objective

Contribute to the production and communications process within Bilby region through the management of a web presence for the community, in accordance with Council's strategic communication plans.

1.2. BSC Values

Employees of the Bilby Shire Council are recognised and rewarded on their contribution to Customer Service, commitment to Teamwork, display of Leadership and demonstration of Initiative.

Position Summary

The Web Publisher is responsible for publishing content for Bilby Shire Council's corporate website. While operating under the guidance of content owners and the Web Publishing Manager, the position is required to act independently and proactively to ensure content is appropriate and within university guidelines.

The Web Publisher will also provide advice and support for publishing to the corporate website through the Helpdesk.

Organisational Accountabilities

Where applicable, provide a healthy and safe workplace for staff under your control, including adequate instruction, information, supervision and training for them to perform their work in a safe manner.

Contribute to a healthy and safe environment for yourself and others and comply with all safe working procedures and instructions including council policies and procedures.

Embrace diversity and equity across the workforce; encourage cross-cultural awareness and understanding and produce an environment that is culturally sensitive, inclusive and socially responsible.

Acknowledge, appreciate and encourage differences, valuing people for their skills, competencies, and contribution to council's continuing success.

Key Accountabilities

- Publish content for the corporate website with guidance from relevant stakeholders and the Web Publishing Manager.
- Ensure that content is in line with university style requirements and web publishing guidelines by negotiating any required changes with content owners.
- Ensure the corporate website reflects high quality, current content by proactively identifying dated or inappropriate content and negotiating solutions with relevant stakeholders on a systematic basis.
- Provide web publishing support for other websites or projects undertaken by the website office.
- Monitor and fix broken links or other irregularities on the corporate website.
- Provide Helpdesk support for publishing to the corporate website.
- Produce and analyse website usage reports.
- Research best practice for information delivery and council websites, monitor and report on industry trends.
- Participate as a member of committees to contribute to the overall development of the council website.

Key Selection Criteria

- Strong written communication skills, including experience in writing for web environment.
- Experience in web design, content authoring, editing and publishing.
- Understanding of web technology and technical issues associated with website development, particularly the use of content management systems.
- Excellent verbal and presentation skills.
- Strong appreciation of the website as a communication and marketing channel.
- Demonstrated understanding of important issues in developing web content, including accessibility, usability and techniques for search engine positioning.
- Project management skills, applied in a team-based environment, that result in quality products delivered on time and within budget.
- Responsive and dynamic approach to service delivery.
- Strong customer service orientation.

Qualifications

Tertiary qualifications in a communications discipline with a strong web component, or equivalent industry experience.