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ARPC Position Description			
Role Title:	Manager Digital Communications		
Function:	Public Affairs & Communications	Classification broadband:	EL1
Location:	Sydney	Security clearance:	Baseline
Role Reports to (role title):	Head of Public Affairs and Communications		
Direct Reports (role titles):	1+ Currently: Coordinator, Digital Communications		

Purpose of the role

This role is responsible for leading the planning, development and implementation of ARPC's overall digital content communication strategy. The role will manage and oversee ARPC's online presence e.g. ARPC's website, social media channels, online campaigns and internal intranet sites to ensure information is accessible, accurate relevant and engaging. The role services all ARPC stakeholder groups, both external and internal, and will support whole of agency requirements.

Key Accountabilities

Role model ARPC's Values and Code of Conduct and capabilities set out in ARPC's Capability Framework.

Digital communications

- Collaborate with public affairs and communication team to develop and implement digital communication strategies aligned with the agency's goals and objectives.
- Develop the digital communications strategy in support of the broader communications strategy.
- Develop and deliver all digital communication campaigns across various digital channels from inception to delivery and post-campaign review.
- End to end campaign delivery, celebrating successes and seeking learning to continually improve performance.
- Liaise with key internal stakeholders to devise digital campaign plans.
- Manage the effective flow of communications across ARPC's communications channels.
- Write engaging content for ARPC's digital platforms, which include website, social media and email newsletters.
- Act as an administrator for ARPC's digital and social media accounts.
- Develop a deep understanding of the digital creative environment and how platforms and artificial intelligence are transforming the media and communication environment and identify risks and opportunities for ARPC.
- Develop an Integrated Omnichannel Strategy.
- Contribute to the development of the broader communications strategy.
- Plan and prepare budgets for the digital channels in line with overall marketing budget.

ARPC Website

- Maintain ARPC's website, ensuring that information is current and accurate, recording regular statistical reports and interpreting web and digital analytics to drive continuous improvement.
- Work collaboratively with internal specialists to develop content.
- Ensure website is optimised for search.

Social media

- Develop and deliver ARPC's social media strategy within the broader communications strategy.
- Analyse and create appropriate content which engages ARPC stakeholder groups via social media platforms.
- Develop and deliver a continuous cycle of content creation across a variety of platforms.
- Continuously review the ongoing effectiveness of social media performance.

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Key Accountabilities

Digital metrics and technology

- Lead the analysis and monitoring of digital activity using Google Analytics and other tools.
- Monitor and analyse digital metrics to optimise communication efforts.
- Measuring and reporting on the effectiveness of campaigns and digital channels.
- Stay updated on digital trends and best practices.

Projects

- Lead major digital communication projects.
- Demonstrated capability in managing, developing, and leading team members.

Key legislative / regulatory role responsibilities

Public Interest Disclosure Act 2013 (PID Act)

- ARPC Managers may receive disclosures from staff they supervise or manage and are responsible for providing to an ARPC Authorised Officer (CEO, CFO, COO) as soon as practicable, any information provided to them that concerns disclosable conduct (within the definition of PID Act S.60A).
- ARPC Managers must assist the ARPC CEO (or delegate) and/ or the Commonwealth Ombudsman in the conduct of a PID investigation.
- ARPC staff must assist the ARPC CEO (or delegate) and/ or the Commonwealth Ombudsman in the conduct of a PID investigation.

Privacy Act 1988

- ARPC staff must adhere to the Australian Privacy Principles and the ARPC Privacy Policy and report any privacy breaches by any employee or contractor to the Privacy Officer (CFO) and/ or Privacy Champion (COO) as soon as they become aware of them.

Freedom of Information Act 1982 (FOI Act)

- ARPC staff are responsible for notifying and supporting the Information Public Scheme (IPS) Team to ensure published website Information is accurate, up-to-date and complete.
- ARPC 'owners' of website content are required to review content on their page(s) at least annually.

Security

- Responsible for monitoring their staff (including contractors), resources and functions to ensure security controls are maintained and operate effectively.
- Responsible to ensure that staff (including contractors) are aware of and practice the appropriate security procedures for protecting individuals, official information, and other valuable resources.

Working Relationships (Key stakeholders, clients, customers, suppliers, providers, consultants, etc.)

Internal Relationships

- Build and maintain strong relationships across ARPC by working closely with the business.

External Relationships

- Build and maintain strong relationships with media, vendors and partners.

Person specification

Qualifications and experience

Qualifications (indicate whether mandatory or desired)

- Tertiary qualification in Communications, Marketing or related field *Mandatory*

Experience (minimum type and level of experience required to perform the role)

- Experience in Digital Communications with a strong track record of developing effective digital communications campaigns in a professional and highly regulated environment *Mandatory*
- Experience developing and delivering communication plans across complex audience groups *Mandatory*
- An understanding of concepts such as website tracking, analytics and technical concepts *Mandatory*
- Knowledge of and experience working in insurance, reinsurance or financial services *Desired*
- Knowledge and experience working within the machinery of Government *Desired*

Technical Capabilities (skills, knowledge, technical or specialist capabilities)

- Team skills including excellent interpersonal and communication skills, both verbally and in writing.
- Deep expertise in Communications coupled with passion for the Communications profession.
- Highly developed knowledge of and experience social media platforms and trends.
- Strong knowledge of office suite including Word, PPT and excel.
- Working knowledge of WordPress is desired.
- Excellent analytical skills with the ability to derive simple insights from complex data.
- Excellent interpersonal skills with the ability to effectively negotiate and influence.
- Ability to build strong relationships with various stakeholders.
- Excellent commercial acumen.
- Excellent legislative and regulatory interpretation and application skills to ensure compliance.
- Natural application of insight, initiative, and innovation.
- Astute attention to detail.
- Ability to work as part of a team and autonomously, as a subject matter expert.
- Courteous assertiveness.

Authorities	Limits/ Type
Financial Delegations:	As per ARPC Financial Delegations
HR Delegations:	As per ARPC Enterprise Agreement
Declared Terrorist Incident (DTI):	As per ARPC DTI and DCE Response Procedures

Additional requirements

ARPC Values

- Respect
- Service
- Integrity
- Wellbeing

ARPC Capabilities (Integrated Leadership System)

ARPC Capabilities describe behavioural expectations for all employees, by classification broadband.

- Shapes strategic thinking.
- Achieves results.
- Cultivates productive working relationships.
- Exemplifies personal drive and integrity.
- Communicates with influence.

Prepared by: (Name & Position)	Jack Laverty Manager People & Culture	Date:	March 2024
Roles up to & incl. EL1 <input type="checkbox"/> Endorsed by: Approved by:	Victoria Simpson Chief Operating Officer	Date:	March 2024