

## POSITION DESCRIPTION

<b>Position Title:</b>	Content & Media Officer	<b>Position No:</b>	CMCOO
<b>Position Type:</b>	Permanent, Part Time	<b>Classification:</b>	AO 4
<b>Location:</b>	Darwin, Northern Territory	<b>Reports to Position:</b>	CEXEC
<b>Reports to:</b>	Chief Executive Officer	<b>Last Updated:</b>	27.7.25

### POSITION OBJECTIVES

Improve Darwin Port's social media presence and increase community awareness of Darwin Port. Assist with coordinating Darwin Port's internal and external communications, including social media.

### MAIN DUTIES/KEY ACCOUNTABILITIES

- Manage the day-to-day operations of our social media channels including posting, scheduling and engaging with our online community by responding to comments and messages, reporting/removing objectionable and/or potentially negative or harmful comments.
- Grow Darwin Port's social media presence and increase business awareness by creating captivating content, including text, images and videos, that resonates with target audiences.
- Monitor and analyse social media performance metrics to measure campaign effectiveness.
- Assist in the preparation of communication material for distribution both internally and externally; draft media communications, promotional materials, in-house publications, industry related articles and publications using Adobe suite.
- Review, upload, and update content on the Darwin Port internet and intranet sites ensuring a high level of quality and the publication of accurate information.
- Stay current with the latest social media trends and industry best practices.
- Manage the Darwin Port photo library.
- Provide support in marketing campaigns and monitoring media coverage and be the initial point of contact media enquiries for Darwin Port.
- On occasion you may be required to be contactable outside of your ordinary hours of work.
- Contribute positively to continuous improvement activities and initiatives at Darwin Port.
- Other duties as directed by your supervisor from time to time.

### QUALIFICATIONS & EXPERIENCE

Selection Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>• Current NT drivers' licence</li> <li>• Current MSIC or ability to obtain</li> <li>• Certificate III in marketing, communications, public relations and/or demonstrated experience in such a role as a minimum</li> </ul>	<ul style="list-style-type: none"> <li>• Bachelor's degree in marketing, communications, public relations or a related field</li> <li>• Advanced MS office experience</li> <li>• Certificate IV, social media or equivalent</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Minimum 2 years' experience in social media marketing</li> <li>• Advanced skill level in Microsoft Word, and PowerPoint and Adobe Suite</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in a maritime or port environment is an advantage.</li> <li>• Experience with management of website content and relevant software applications</li> </ul>

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Selection Criteria	Essential	Desirable
	<ul style="list-style-type: none"> <li>Experience in the provision of internal and external communications</li> <li>Experience in producing targeted communications for print, digital, and social channels.</li> </ul>	<ul style="list-style-type: none"> <li>Experience managing and writing content for intranet, website and social media accounts</li> <li>Experience with Photography and photoshop</li> </ul>

### SKILLS & CAPABILITIES

- Able to display high level of professionalism, honesty, and integrity in line with Darwin Port values.
- Well-developed interpersonal and communication skills, with the ability to relate professionally, tactfully, and effectively at all levels internally and with external stakeholders to achieve company outcomes.
- Excellent written and verbal communication skills.
- Well-developed computer skills, to work across a range of systems and software, including digital media and social media platforms Microsoft Suite, Facebook, LinkedIn and other social media platforms.
- Manages time and uses tools effectively to assist with planning and organising.
- Ability to identify problems, gather information and apply knowledge and understanding of the business to address or escalate issues as appropriate.
- Excellent organisational, problem solving and administrative skills, with attention to detail with a high-level of verbal and written communication skills.
- Ability to apply safe work practices in performing duties and responsibilities and to proactively identify and report and/or resolve potential risks and hazards.

### VALUES

Our organisational culture is underpinned by the Darwin Port values of **Teamwork, Respect, Integrity, Honesty and Safety**.

*You are expected to carry out your position in alignment with the above values. You must comply with all relevant workplace policies, procedures, standards and legislative requirements.*

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