

POSITION DESCRIPTION

POSITION TITLE	Website Administrator
DIRECTORATE - SECTION	Community Engagement – Customer & Public Relations
LEVEL - EBA	6 - Salaried
RESPONSIBLE TO	Manager Customer & Public Relations

OUR VISION

Connected Communities, Valuing Nature and Creating our Future Together.

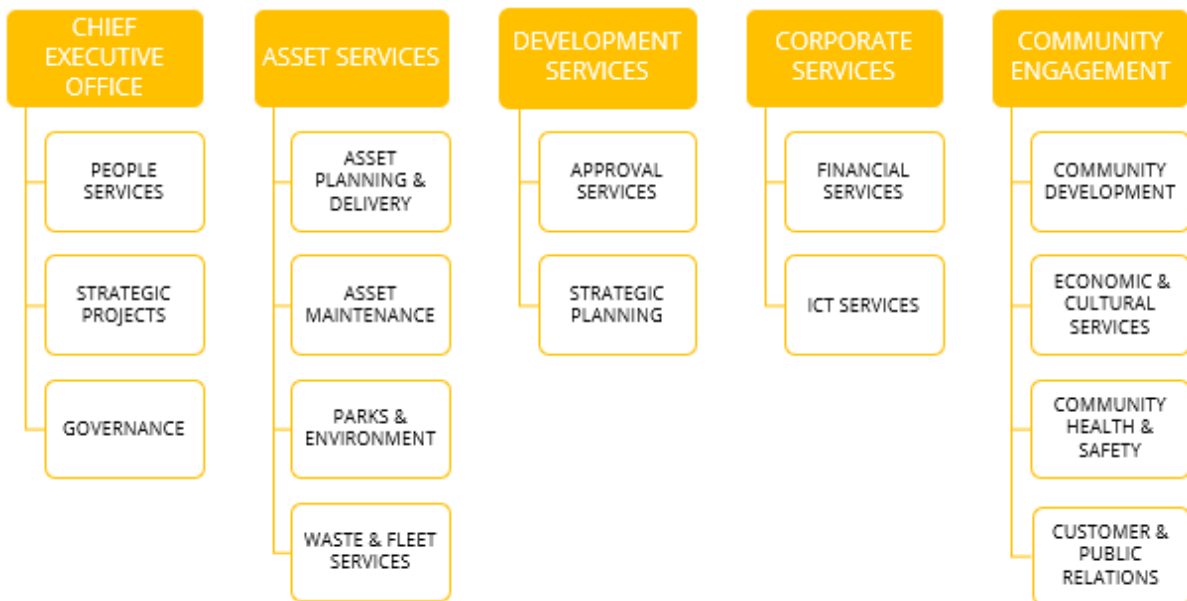
OUR SIMPLE GUIDING PRINCIPLES

Ensure everything we do will make Kalamunda socially, environmentally and economically sustainable.

OUR VALUES

- SERVICE** Provide excellent customer service at all times, through effective listening and understanding, in order to go beyond the commonplace when we serve others.
- PROFESSIONALISM** Maintain professionalism by upholding the corporate image, speaking carefully and acting quickly to ensure others know we are reliable, respectful and competent.
- QUALITY** Uphold quality and show initiative through clear thinking, planning mindfully, acting decisively, measuring carefully and regularly reviewing the goals to be achieved.

ORGANISATIONAL STRUCTURE & FUNCTIONS



THE OVERALL OBJECTIVE OF THIS POSITION

To lead the strategic enhancement and management of the City's website(s), ensuring they serve as a valuable communication and engagement platforms for both internal stakeholders and the community. This includes conducting thorough website audits, implementing improvements based on data-driven insights, and overseeing a successful website redesign/build project in the 24/25 financial year. This role will optimise the website's functionality, user experience, and content relevance, ultimately contributing to the City's goals and enhancing its digital presence.

KEY RESULT AREAS

TEAM EFFECTIVENESS

- Communicate clearly and professionally, both verbally and in writing.
- Actively contribute to team discussions and escalate potential issues promptly.
- Collaborate effectively with a diverse team to meet evolving requirements.
- Stay informed about industry and government trends and report relevant impacts.
- Adhere to internal guidelines for web practices, including maintainability and performance testing.
- Manage directories and access rights for systems and ensure secure content updates.

DISPLAY PROFESSIONAL AND PROFICIENT TECHNICAL ABILITY

- Stay up to date on industry standards and provide support for internal/external website users.
- Develop web-appropriate content and follow quality assurance processes efficiently.
- Obtain proper authorisation and ensure high-quality work.
- Monitor relevant online platforms for web-related issues and suggest innovative solutions.

COMMUNICATION / NEGOTIATION / CUSTOMER SERVICE

- Maintain positive communication within the organisation and with external stakeholders.
- Consult with stakeholders for service delivery standards and provide excellent customer service.
- Demonstrate strong research, website development, content, and copywriting skills.

STRATEGIC AND OPERATIONAL PLANNING

- Contribute innovative ideas to strategic planning and coordinate tasks effectively to achieve objectives.

GOAL SETTING AND MONITORING

- Identify, prioritise, and monitor key performance indicators to achieve objectives.
- Demonstrate strong organisational skills and the ability to prioritize and achieve outcomes.

WORKPLACE HEALTH AND SAFETY

- Employees must take reasonable care for their own health and safety and that of others who may be affected by their actions or omissions.
- Comply, so far as they are reasonably able, with any reasonable instruction given by the City to allow the City to comply with WHS laws.

- Cooperate with any reasonable policy or procedure of the City relating to health or safety at the workplace.

WORKPLACE COMPETENCY

Uphold the City's values of Service, Professionalism and Quality and demonstrate behaviours that reflect the organisations values, supports cross functional teams and meets customer and organisational needs.

TRAINING/QUALIFICATION(S)

Certification in web development, digital marketing, information technology, or related field.

SELECTION CRITERIA

1. Proven experience in web administration, including website audits, redesign/build projects, and CMS management.
2. Strong proficiency in HTML, CSS, JavaScript, and content management systems (e.g., WordPress, Drupal, Joomla).
3. Knowledge of SEO principles, web accessibility standards (WCAG), and responsive design techniques.
4. Excellent communication skills, with the ability to collaborate effectively with cross-functional teams and stakeholders.
5. Analytical mindset with a focus on data-driven decision-making and continuous improvement.
6. Project management skills, including the ability to prioritise tasks, manage timelines, and coordinate resources for successful project delivery.

PHYSICAL REQUIREMENTS

The City welcomes people with a disability to apply for this position. Reasonable workplace accommodations and aids are available as required.

- Ability to use computers to read, analyse and produce written materials.
- Hearing, vision and cognitive abilities required to engage with members of the public/stakeholders and other staff by phone, in person and in writing.
- Able to sit for extended periods of time.
- Cognitive and psychological abilities required to problem solve in a demanding administrative context (guidance for complex problem solving is available).

DIVERSITY

The City of Kalamunda is committed to and values the advantages and benefits that equity, diversity, and inclusion (EDI) brings to all its staff. The City seeks to integrate the principles of EDI throughout the organisation, to enrich our perspective, improve performance, increase community value, and enhance the probability of achievement of our goals and objectives.

DRIVERS LICENCE

1. Possession of a current 'C-A' (Automatic) or 'C' (Manual) class driver's licence allowing the holder to drive legally in Western Australia.

AGILITY

This position description reflects the City's requirements at a point in time and is subject to change. The City may modify this position description at any time, provided the skills, qualifications, competence and training remains within a reasonable range of the original position.

REVIEWED BY: Manager Customer & PR
DATE PD REVIEWED/APPROVED: 8 April 2024
