

Role Statement



ROLE TITLE	Digital Content Producer	POSITION NO.	P38178
CLASSIFICATION	ASO4	REVIEWED DATE	Mar 2022
PORTFOLIO	Audience & Experience		
AGENCY	History Trust of SA		
ANZSCO CODE	5999		

QUALIFICATIONS	
Desirable	
Qualification in digital media, marketing and communications, public relations or similar	
ROLE PURPOSE/CONTEXT	
The Digital Content Producer reports to the Manager, Digital Transformation and is responsible for providing digital content creation and design services for History Trust of South Australia channels in support of education and public engagement projects across the History Trust and its museums.	
REPORTING/WORKING RELATIONSHIPS	
<ul style="list-style-type: none"> Reports to the Manager, Digital Transformation Project 	
SECTION A	RESULTS TO BE ACHIEVED
<ul style="list-style-type: none"> Develop professional and creative video and other digital content for digital storytelling and marketing through History Trust communications channels including websites (WordPress and Drupal), YouTube, social media and email newsletter campaigns. Capture and source video and photographic content onsite at History Trust museums and the Centre of Democracy, including organising and managing internal video shoots with staff. Work broadly within the History Trust to conceive and produce digital content that communicates South Australian history and collections using digital storytelling methods to engage new online audiences. Contribute to the development and publication of digital content to support History Trust education programs. Work with the History Trust of SA teams to devise and execute a rolling program of video shoots to promote and capture the work of the History Trust and the stories of South Australia's community museums. Contribute to the development and delivery of internal skills workshops to enhance digital storytelling capabilities across the History Trust and its museums. Provide advice, support and information to internal stakeholders on design and production processes required and advice on adherence to the History Trust's Identity Style Guide. Undertake and coordinate small-scale digital campaign projects across multimedia in a timely and cost effective manner. Contribute to the centralised management and publication of (and access to) digital content within the History Trust's internal digital asset management system (Cumulus) and external platforms (WordPress, Drupal, YouTube, social media etc.). Ensure all digital products comply with whole of Government and Department for Education standards including cultural sensitivities and accessibility 	
SPECIFIC REQUIREMENTS	
<p>Engagement in this role is subject to a satisfactory Department of Human Services Working With Children Check. A renewal will be required every 5 years.</p> <p>Out of hours work may be required, interstate travel may be required and intrastate travel will be required.</p> <p>All History Trust of SA employees are required to work in accordance with the Code of Ethics for South Australian Public Sector, policies, procedures and legislative requirements including but not limited to:</p>	

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Work Health and Safety Act 2012 (SA); Return to Work Act 2014 (SA); Equal Employment Opportunities (including prevention of bullying, harassment and intimidation); Children’s Protection Act 1993 (Cth) – ‘Notification of Abuse or Neglect’; Public Interest Disclosure Act 2018; Disability Discrimination; Information Privacy Principle; Relevant Awards, Enterprise Agreements, Public Sector Act 2009, History Trust of SA Act 1981, and OCPSE Determinations and Guidelines; Relevant Australian Standards; Applying the principles of the South Australian Government’s Risk Management Policy to work as appropriate; Maintain accurate and complete records of business activities in accordance with the State Records Act 1997.

All History Trust of SA employees commit to value and respect the needs and contributions of First Nations employees and visitors, and commit to the development of intercultural capability.

This role is based at **Office of the CEO**. Depending on work requirements the incumbent may be transferred to other locations across the History Trust to perform work appropriate to classification, skills and capabilities either on a permanent or temporary basis subject to relevant provisions of the Public Sector Act 2009 for Public Sector employees.

SECTION B	SELECTION CRITERIA
TECHNICAL EXPERTISE	
<p>Essential:</p> <ul style="list-style-type: none"> • Knowledge of creative and digital storytelling methods for different target audiences and ability to visualise complex concepts. • Sound knowledge of video, audio and digital media design production, including working knowledge of video and image editing programs. • Sound proficiency in the use of the Adobe Creative / Cloud software and other relevant digital tools. • High level of videography, photography, and computer literacy skills. • Ability to use work-related resources and information in accordance with Government and HTSA policies, procedures and guidelines. • Knowledge of digital content creation, including an understanding of social networking and other digital and online tools • General understanding of the practical applications of WHS policies, procedures and legislation in the work environment. <p>Desirable</p> <ul style="list-style-type: none"> • Working understanding of government procurement policies and procedures. • Working knowledge of the History Trust of South Australia and its operations 	
PERSONAL ABILITIES	
<ul style="list-style-type: none"> • A collaborative, innovative and energetic communicator who can develop successful internal relationships to achieve shared organisational goals. • Sound interpersonal skills; confident and professional approach to dealing with a wide range of stakeholders. • Demonstrated ability to undertake tasks under limited direction in an efficient and co-operative manner, to meet deadlines and make informed decisions. • Demonstrated ability to prioritise varying workloads, use initiative and be self-motivated. • Ability to work under limited direction, both individually and as a member of a team, exercise judgement and initiative in the application and prioritisation of activities in order to manage a busy workload, respond with enthusiasm and flexibility to deal positively with change. 	
EXPERIENCE	
<p>Essential</p> <ul style="list-style-type: none"> • Experience in end-to-end digital media production processes, including creation of storyboards, coordination of filming/photography, post-production and editing of video and other digital content. 	

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- Experience with digital story telling platforms.