

JOB DESCRIPTION

Position Details			
Title	Digital Media Officer	Location	Electorate office – Narrabeen
Reports to	Member for Mackellar Media and Communications Adviser	Travel required	Travel to Canberra in sitting weeks when required. Travel within the electorate when required.
Job type	Full time	Issue date	July 2026

Electorate officers are employees of the Parliament of Australia. They are directly accountable to the Member of Parliament ('the Member') in whose electorate they are employed. This position requires a high degree of loyalty, versatility, the ability to work under pressure, maintain confidentiality and the highest ethical standards.

The Digital Media Officer is responsible for providing advice and support to the Member, the Media and Communications Adviser and the electorate office team in respect of digital media. The position is offered under the Members of Parliament (Staff) Act 1984 and conditions are outlined in the Commonwealth Members of Parliament Staff Enterprise Agreement 2024 – 2027.

Tasks and Responsibilities:

Social media

- Develop and implement a multi-platform social media strategy to increase the Member's profile, community awareness, engagement, and reach
- Create and publish engaging, brand-aligned content across all the Member's social media platforms
- Develop and edit short-form video content and write punchy social media video scripts
- Produce and schedule daily social media content, including tiles, carousels, photography, video, reels and written posts
- Grow the Member's online presence through innovative content, collaborations, emerging technologies and digital engagement opportunities
- Monitor and manage social media channels, comments, direct messages and community pages, responding appropriately and escalating issues when required
- Build and maintain strong digital relationships and collaborate with community stakeholders and local influencers
- Analyse social media performance and audience insights, providing monthly reports and recommendations to improve engagement and growth

Online Communications

- Manage and maintain the Member's website, ensuring content is current, accurate, compliant and aligned with communications objectives

- Coordinate the timely publication of speeches, media releases, newsletters and other communications materials on digital platforms
- Draft, produce and distribute e-newsletters and campaign emails
- Work with external agency to coordinate, produce and maintain the Member's 'always on' digital advertising campaign
- Develop and maintain a library of digital assets, including photographs, videos, templates and communications materials
- Ensure all digital communications and collateral are on-brand and of a high standard
- Manage relationships with external designers, photographers, videographers and digital service providers within approved budgets
- Identify and implement new digital tools, technologies and processes to improve online visibility, efficiency and community engagement
- Ensure consistent messaging across all digital, print and online communications

Events Support

- Attend electorate, parliamentary and community events to support the Member and capture content for digital communications
- Photograph, film and record events, activities and constituent engagements for use across digital and social media platforms
- Assist with the promotion, marketing and communications activities associated with community and electorate events
- Liaise with community organisations, businesses, stakeholders and constituents to identify opportunities for engagement and content generation
- Be available to work outside standard business hours, including evenings and weekends, when required.

Platforms and tools

The successful candidate will work across platforms including:

- Meta Business Suite • Instagram, Facebook, LinkedIn, TikTok, BlueSky, X and YouTube
- NationBuilder • Canva and Adobe Creative Cloud Suite • Google Analytics • Survey Monkey
- Google Forms • Microsoft Office, SharePoint and Teams

Other duties

- Attend community events, meetings and functions on behalf of the Member as required
- Ensure communications activities are coordinated with the Media and Communications Adviser and broader office priorities
- Maintain compliance with Work Health and Safety obligations and parliamentary guidelines
- Contribute to the continuous improvement of office systems, processes and communications practices
- Undertake other duties as directed by the Member.