




Digital Communications Officer

Position Description

Office of the Chief Executive
Level 5

	<p>About ONRSR</p> <p>The Office of the National Rail Safety Regulator (ONRSR) plays an integral role in keeping Australians safe across the nation's vast and varied rail networks. Headquartered in Adelaide, and with offices around the country, ONRSR is an independent regulatory authority that encourages safe rail operations, enforces national compliance with the <i>Rail Safety National Law</i>, and promotes and improves rail safety throughout Australia.</p> <p>Our People</p> <p>At ONRSR we aim to enhance and promote rail safety nationally through effective risk-based regulation. To achieve that, we need people with the vision to contribute to the safety of Australia's railways – people who are professional, whose values align with ONRSR's values of independence, respect, integrity, diligence and excellence. People motivated by the opportunity to improve rail safety and by the benefits this delivers to the Australian community.</p> <p>Our Vision</p> <p>Safe railways for Australia</p>
	<p>The Role – Your impact and contribution</p> <p>The Digital Communications Officer is part of the Stakeholder Engagement & Influence area within the Office of the Chief Executive. The role plays an important part in developing and delivering ONRSR's engagement and education program through digital communications which focus on key rail safety issues and priorities that support the rail industry to comply with the Rail Safety National Law and to improve safety management.</p> <p>The role also contributes to the production and dissemination of internal messaging to inform and engage ONRSR staff in our offices across Australia on corporate initiatives and build a positive organisational culture.</p>
	<p>Key Relationships</p> <p>Reports to: Director, Stakeholder Engagement & Influence</p> <p>Internal: Senior Manager, Stakeholder Engagement & Influence, Chief Executive, Executive Directors and Senior Managers, and staff across ONRSR who are 'content owners'.</p> <p>External: Suppliers including ONRSR's website hosting provider and graphic design studios, and a range of rail industry stakeholders who contact ONRSR through our public-facing channels.</p>



Your Responsibilities

Activities

Combining your enthusiasm for producing engaging and impactful communications and your demonstrated experience in managing digital channels, you will:

- Develop and maintain ONRSR's website, including production of content, liaison with content owners on maintenance, working with suppliers including the website host, and regular analytics collation and reporting.
- Develop and maintain ONRSR's social media accounts, including daily community management, development of content calendars and production of content, and regular analytics collation and reporting.
- Create engaging external communication content for website, social media, direct mail, presentations, reports, newsletters, articles and other resources.
- Support management of the ONRSR Information mailbox, triage emails and liaise with subject matter experts across ONRSR to develop responses as appropriate.
- Maintain stakeholder lists associated with website subscriptions and newsletter mailouts.
- Coordinate electronic direct mailouts and surveys using tools such as MailChimp, SurveyMonkey and Mentimeter.
- Assist with the creation and publication of news items and document updates supplied by business areas to the ONRSR Hub (intranet) on SharePoint.
- Undertake research and project work as required on behalf of ONRSR business areas and support delivery of ONRSR events




What you Bring – Key Competencies

Key to success in this role is that you have:

- Experience in internal and external communications in a digital environment.
- Experience using website content management systems and maintaining a productive relationship with an external website host.
- Excellent verbal and written communication skills and high-level interpersonal skills to enable effective collaboration with content owners.
- Demonstrated strategic thinking and the ability to exercise influence.
- Effective planning, coordination, organisation and time management skills to meet deadlines.
- Demonstrated analytical and problem-solving skills.
- Sound records management and storage skills.
- The ability to work independently as an individual and as a team member with minimal direction.

Helpful qualifications and experience

- Experience in gathering, analysing and reporting on website and social media analytics.
- Experience with a range of resources and platforms including LinkedIn, Vimeo, iStock and Adobe Creative Suite to assist with the development and publication of brand collateral.

	<p>Your compliance</p> <p>As a regulator, it is important that we are all on the same page when it comes to safety and risk management and everyone at ONRSR is responsible to actively supporting this aspect of our role to promote a positive and safe culture. ONRSR has a zero tolerance to the use of alcohol and non-prescription drugs for all workers while undertaking ONRSR work. This includes workers recalled to duty unexpectedly who should decline to work if doing so puts them in breach of the Drug and Alcohol Policy.</p> <p>Other items of note</p> <p>On occasions, this role will require you to work outside of normal business hours, on weekends and public holidays. There may also be a requirement to travel which may include short stays in ONRSR interstate offices. If you would like more information about how ONRSR regulates please read the ONRSR Way.</p> <p>Privacy Notification</p> <p>ONRSR requires personal information and documents relevant to your employment. The collection and handling of this information will be consistent with the requirements of relevant privacy laws.</p>
	<p>Our Commitment to you and your Commitment to ONRSR</p> <p>ONRSR is genuinely committed to investing in the capability of its team and is proud of its structured Regulatory Officer Training Program that supports Regulatory Officers in learning the <i>ONRSR Way</i> to rail safety compliance in a supportive environment. All team members can access opportunities to learn key skills in their role and about regulation through this integral program. The success of these programs relies on your engagement, openness to learning and willingness to share with your peers.</p> <p>ONRSR expects its people to contribute to the efficient and effective functioning of the organisation to meet ONRSR and team strategic goals. This includes actively participating in the Performance Development Plan; demonstrating appropriate and professional behaviours in accordance with the Code of Conduct and values; providing assistance to team members if required; and undertaking other key responsibilities or activities as directed.</p> <p>I have read and understood the requirements of the position and agree to carry out the key responsibilities to the best of my ability.</p> <p>I understand that I may be required to perform other duties from time to time to fulfill the position requirements.</p>