

POSITION DESCRIPTION



State Library
of Victoria

SECTION 1 – POSITION DETAILS

Position No	1911	Position Category	Business Support - Specialist Professional
Position Title	Web Producer	Classification	Grade 3.1
Department	Corporate Services and Planning	Date Created (if new position)	02/8/07
Division	Technology Services	Date Last Revised	01/07/2008
Section	Web Services Unit	HR Reference No (HR use only)	
Establishment type	<input type="checkbox"/> Core <input type="checkbox"/> Non – Core (Supplementary) <input checked="" type="checkbox"/> Non-core (Project) <input type="checkbox"/> Non-core (Start up)		
Reports to: (position title & number)	Web Content Coordinator (1907)	Contact number	

SECTION 2 – POSITION REQUIREMENTS

Mode of employment:	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Casual
Hours of Work:	76 hours per fortnight, with some out of hours work required
Physical Demands:	Not Applicable
Employment Conditions:	As per the current Enterprise Partnership Agreement.
Work Location:	328 Swanston Street, Melbourne

SECTION 3 – PRIMARY FOCUS

The State Library of Victoria website comprises over 4,000 pages of information, access to 1.3 million catalogue records and 175,000 digital images, and links to services such as online reference services and the Library's online shop. As the single busiest point of contact with the general public, the website presents the organisation to the public, provides access to the Library's information and services, and contributes to the organisation's marketing and business objectives. The Library employs a content management system (CMS) to manage most of its website content and online publishing processes.

The Web Writer/Editor works on a range of web content development projects. The primary focus of the role is to prepare content and metadata for publication on SLV websites and web projects.

SECTION 4 – POSITION DELIVERABLES

Position specific deliverables

1. Research and write content for the Library's online projects.
2. Undertake background research to inform content development.
3. Liaise with Web Content Coordinator to ensure that the structure, flow and integrity of content on the website is maintained.
4. Copy-edit and proofread web content and metadata to ensure overall consistency of writing style, tone, voice, punctuation etc, as well as compliance with the Library's style guide, Victorian Whole of Government guidelines, web standards, marketing messages, and Australian legal standards especially with regards to copyright and privacy.
5. Liaise with internal stakeholders to ensure content is accurate, timely and meets user requirements.
6. Repurpose text from a variety of sources to create appropriate web content.
7. Contribute to the development of initiatives, activities and strategies undertaken by the Web Unit, particularly projects to develop new content and services.
8. Undertake other duties as required.

SECTION 5 – KEY SELECTION CRITERIA

Knowledge Required: Include qualifications – desirable / mandatory. Consider training/experience. Diversity of functions, interpersonal skills.

Mandatory:

1. Tertiary qualifications in professional writing and editing, communications or journalism, or equivalent professional experience.
2. Extensive experience writing and editing text for the online environment.
3. Demonstrated capacity to write material for a range of purposes and audiences, as well as excellent copy-editing and proofreading skills.
4. Knowledge of web writing conventions.
5. Ability to work independently, to manage workload effectively by setting priorities and monitoring progress to ensure deadlines are met and material is able to be published on the website in a timely fashion.
6. Excellent communication and interpersonal skills, including demonstrated ability to work in multidisciplinary teams including web development professionals and internal stakeholders.

Desirable:

1. Familiarity with Web 2.0 concepts and technologies.
2. Experience in copywriting.

Judgement: Consider work complexity, reasoning and creativity

The Web Writer/Editor is required to exercise sound judgement regarding :

- appropriate referral of content issues and/or problems to the Web Content Coordinator
- making day-to-day decisions relating to work priorities and workload management.

Accountability: Level of independence and influence of role, nature and type of impact

The Web Writer/Editor is accountable for:

- ensuring content is appropriate in both tone and style and for the purpose required
- ensuring compliance with the Library web guidelines
- ensuring metatags align with page content
- ensuring content produced is of a consistently high standard
- ensuring writing and editing assignments are completed in a timely fashion.

SECTION 6 – ORGANISATIONAL COMMITMENTS

Occupational Health & Safety Aware Employer:

The State Library of Victoria recognises its responsibility to provide and maintain, so far as is practicable, for *all* people who work in the Library or use its resources, an environment that is safe and without risk to health. In order to achieve that objective the Library maintains an OH&S management system that includes policies, procedures and systems of work. In addition all Library employees have been allocated OH&S responsibilities and are held accountable to ensure that the policies, procedures and systems of work are implemented and followed.

Equal Opportunity Employer:

The Library Board of Victoria is an equal opportunity employer and is committed to providing for its employees a work environment that is free of harassment or discrimination. In line with that, the Library is continually reviewing its internal HR policies and practices to ensure a work environment free of discrimination and harassment.