



DEPARTMENT OF COMMUNICATION AND INFORMATION

JOB DESCRIPTION

1. IDENTIFICATION

	POS. NO: PMU	REF. NO: PMU
DEPARTMENT:	DESIGNATION/CLASSIFICATION: Manager Social Media Management Desk and Cyber Safety	
WING: Digital Government & Information Delivery Wing	LOCAL DESIGNATION: Manager Social Media Management Desk and Cyber Safety	
DIVISION Cyber Security	IMMEDIATE SUPERVISOR: Executive Manager-DS&CS	POS. NO:
BRANCH: Cyber Security	HIGHEST SUBORDINATE Deputy Secretary-Digital	
SECTION:	LOCATION Waigani, Port Moresby	

HISTORY OF POSITION

FILE NO.	DATE OF VARIATION	DETAILS
Org;	30/03/2023	Project Management Unit

2. PURPOSE

The Government Social Media Register and Standards & Government eSafety Manager will be responsible for maintaining a comprehensive register of government social media accounts, developing and implementing social media standards, and promoting eSafety across government platforms within the Digital Government and Information Delivery Wing of the PNG Department of Information and Communications Technology.

3. DIMENSIONS

The Manager will lead efforts to ensure the proper management and standardization of government social media accounts and promote safe and responsible online behavior across government platforms.

4. PRINCIPAL ACCOUNTABILITIES

The Manager will be accountable for the successful management and standardization of government social media accounts and the promotion of eSafety, ensuring alignment with the strategic objectives of the department and digital government initiatives.

5. MAJOR DUTIES

- Develop and maintain a comprehensive register of government social media accounts, ensuring accurate and up-to-date information
- Develop and implement social media standards and guidelines for government agencies, ensuring consistency and adherence to best practices
- Monitor government social media accounts for compliance with established standards and guidelines, and provide recommendations for improvement
- Collaborate with internal and external stakeholders to share best practices and coordinate efforts related to social media management and eSafety
- Develop and implement eSafety strategies, policies, and educational initiatives to promote safe and responsible online behavior across government platforms
- Provide training and guidance to department staff and government agencies on social media best practices, standards, and eSafety
- Stay current with industry trends, emerging technologies, and best practices in social media management and eSafety

6.NATURE AND SCOPE

WORKING RELATIONSHIPS

Internal

Internal: Work closely with colleagues within the Digital Government and Information Delivery Wing, project managers, and other technical and non-technical staff in the department.

External

External: Liaise with government agencies, private sector partners, and other relevant stakeholders to share best practices, coordinate efforts, and promote eSafety.

6.2 WORK ENVIRONMENT

7.0 CONSTRAINTS FRAMEWORK AND BOUNDARIES

7.1 Rules and Procedures

Adhere to departmental policies, guidelines, and best practices in social media management and eSafety.

Decision

Make decisions regarding social media standards, eSafety initiatives, and priorities within the scope of assigned responsibilities and in line with departmental guidelines and objectives.

Recommendations

Provide recommendations on social media management and eSafety solutions, tools, and processes to improve the department's social media and eSafety posture.

8.0 CHALLENGES

- Balancing the need for openness and engagement with the need for security and safety on social media platforms
- Staying current with the rapidly changing landscape of social media trends and eSafety concerns
- Ensuring effective communication and coordination among diverse stakeholders

9.0 QUALIFICATIONS, EXPERIENCES, AND SKILLS**Qualifications**

A Bachelor's degree in Communications, Information Technology, or a related field. Relevant certifications in social media management and/or eSafety are highly desirable.

Knowledge

Strong knowledge of social media platforms, policies, and best practices. Familiarity with eSafety principles and digital government initiatives is an asset.

Skills

Excellent communication, problem-solving, analytical, and interpersonal skills. Ability to work effectively in a team and independently.

Experience

At least 5 years of relevant experience in social media management and e-safety, preferably in a government or public sector setting.