

Role Description

Online Engagement Officer

Cluster	Education
Agency	NSW Department of Education
Division/Branch/Unit	Corporate Services
Location	State Office, Parramatta
Classification/Grade/Band	Clk Grade 7/8
Role Number	182126
ANZSCO Code	313199
PCAT Code	1226492
Date of Approval	September 2018

Agency overview

The NSW Department of Education serves the community by leading the provision of world-class education. The department protects young children by regulating preschool and long day care providers. Once children move into school, we provide them with a world-class primary and secondary education. We also work to advance the wellbeing of Aboriginal people.

Primary purpose of the role

The Online Engagement Officer is responsible for managing the social channels, social listening and social content strategy for the NSW Department of Education. The position works across the lines to deliver social media strategy and delivery for the department's calendar of campaigns.

Key accountabilities

- Connect and engage our social audiences of parents, teachers and students through our social media accounts Facebook, Twitter, Instagram, Youtube and LinkedIn.
- Create powerful content strategies for our global and schools audiences which promote the strategic objectives of the Department of Education.
- Ensure community management best practice and dealing with respect to crisis communications, events of high strategic importance including contentious issues online.
- Manage social listening for the Department including writing queries on trending issues and managing week to week reporting.
- Develop and produce high quality and engaging rich media content which leads to tangible results on our social channels with respect to reach and engagement.
- Liaise and assist internal stakeholders with their social media requirements and responsibilities.
- Assist and contribute to guidelines or communications information about online engagement.
- Manage the social campaign calendar and develop social content strategies for campaigns and content pillars.

Key challenges

- Operating in an environment of high volume, high pressure, tight timeframes and deadlines, while maintaining high quality outputs.
- Maintaining up to date knowledge of social media and online engagement practices.
- Managing crisis communications.

Key relationships

Who	Why
Internal	
Manager, Search and Online Engagement	<ul style="list-style-type: none">• Work closely together on matters of online engagement, with the Manager responsible for setting strategic direction.
Business or project owners across the department's corporate areas	<ul style="list-style-type: none">• To encourage best practice and guide other business areas.
Team members from the Communication and Engagement Directorate	<ul style="list-style-type: none">• To work collaboratively on projects including campaigns.
External	
External contractors or providers as required	<ul style="list-style-type: none">• To work collaboratively on projects.

Role dimensions

Decision making

The position is required to make day to day decisions in relation to providing quality content for online assets and response to crisis communications, in consultation with the Manager, Search and Online Engagement and business/project owners.

Reporting line

Manager, Search and Online Engagement

Direct reports

NIL

Budget/Expenditure

NIL

Essential requirements





Knowledge of and commitment to the Department's Aboriginal education policies.

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Adept
	Procurement and Contract Management	Foundational
	Project Management	Intermediate

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Manage Self	Adept	<ul style="list-style-type: none"> Look for and take advantage of opportunities to learn new skills and develop strengths Show commitment to achieving challenging goals Examine and reflect on own performance Seek and respond positively to constructive feedback and guidance Demonstrate a high level of personal motivation
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> Tailor communication to the audience Clearly explain complex concepts and arguments to individuals and groups Monitor own and others' non-verbal cues and adapt where necessary Create opportunities for others to be heard Actively listen to others and clarify own understanding Write fluently in a range of styles and formats
Relationships Work Collaboratively	Intermediate	<ul style="list-style-type: none"> Build a supportive and co-operative team environment Share information and learning across teams Acknowledge outcomes which were achieved by effective collaboration Engage other teams/units to share information and solve issues and problems jointly Support others in challenging situations
Results Plan and Prioritise	Intermediate	<ul style="list-style-type: none"> Understand the team/unit objectives and align operational activities accordingly Initiate, and develop team goals and plans and use feedback to inform future planning Respond proactively to changing circumstances and adjust plans and schedules when necessary Consider the implications of immediate and longer term organisational issues and how these might impact on the achievement of team/unit goals Accommodate and respond with initiative to changing priorities and operating environments
Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> Research and analyse information, identify interrelationships and make recommendations based on relevant evidence Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of option Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness Identify and share business process improvements to enhance effectiveness

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Technology	Adept	<ul style="list-style-type: none">• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks• Identify opportunities to use a broad range of communications technologies to deliver effective messages• Understand, act on and monitor compliance with information and communications security and use policies• Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business• Support compliance with the records, information and knowledge management requirements of the organisation