Role Description
Content Writer

Role Description Fields	Details
Cluster	Education
Department/Agency	TAFE NSW
Division/Branch/Unit	Student Support and Community Group
Position Description no	10848-01
Classification/Grade/Band	TAFE Worker Level 6
Senior executive work level standards	Not Applicable
ANZSCO Code	232413
PCAT Code	1229192
Date of Approval	August 2024
Agency Website	www.tafensw.edu.au

Agency overview

TAFE NSW's purpose is to skill the workforce of the future. It is Australia's leading provider of vocational education and training with over 500,000 annual enrolments and a proud history for setting the benchmark for quality service. As the NSW public provider, it supports the NSW Government's priority to grow skills for the economy and jobs of tomorrow. Critically, TAFE NSW plays a vital role in providing vocational education in rural and regional NSW, and job training pathways for the most vulnerable in the community.

TAFE NSW offers the best of campus-based delivery as well as flexible, online and work-based learning. The TAFE NSW values of Customer First, Collaboration, Integrity and Excellence guide our team in strengthening communities, delivering world-class training for our students and producing job ready graduates for employers. The operating environment for TAFE NSW is dynamic as we leverage our scale, expertise, passion and reputation to meet the rapidly changing VET landscape.

TAFE NSW is committed to its students and customers and the role it plays in changing lives and opening up opportunities through learning.

Primary purpose of the role

This position is responsible for creating high-quality, informative, engaging, compliant and accessible content and information for a range of purposes and channels, developed in line with business requirements and objectives.

Key accountabilities

1. Develop content and information designed for the diverse needs of students, staff or other audiences, in line with business requirements and objectives, including but not limited to course information, website content, student and staff communications and knowledge articles, presentations and newsletters.
2. Plan and prioritise scheduled and ad-hoc tasks, escalate urgent matters in a timely manner, and consistently meet set deadlines to ensure smooth operational workflow and on-time delivery.
3. Participate in each phase of content and information development, ensuring accuracy, relevance, accessibility and alignment with copy standards and objectives.
4. Contribute in reviews and evaluations of copy performance to make data-driven improvements and optimise copy development practices.
5. Actively engage and lead consultations with stakeholders and subject matter experts to collaboratively develop and continuously enhance content and information development.
6. Contribute to the development of copy standards to ensure quality, consistency and compliance with any applicable legal and regulatory requirements.
7. Develop and support the implementation of tools and processes that enhance the efficiency and quality of copy production.
8. Reflect TAFE NSW's values in the way you work and abide by policies and procedures to ensure a safe, healthy and inclusive work environment.
9. Place the customer at the centre of all decision making.
10. Work with the Line Manager to develop and review meaningful performance development and review plans.

Key challenges

- Meeting key deadlines and targets with accuracy and consistency while simplifying complex work packages.
- Interpreting and clarifying requirements to deliver engaging, accurate, and compliant materials for multiple channels and use cases.
- Continuously iterating processes and standards to adapt to evolving business needs.

Key relationships

Internal

Who	Why
Line Manager	- Receive leadership, guidance and support. - Provide updates on tasks completed. - Escalate issues and help develop solutions.
Work Team	Collaborate to achieve team objectives.
Stakeholders across TAFE NSW	Engage in the planning and development of copy.

Role dimensions

Decision making

- Makes decisions, using good judgment, expertise and knowledge, under limited guidance from more senior staff, on tasks/assignments with considerable complexity and sensitivity.
- Matters requiring a higher level of approval are referred to the Reporting Line Manager.

Reporting line

Manager Content and Information Service

Direct reports

Nil

Budget/Expenditure

TBA

Essential requirements

1. A valid Working with Children Check (required prior to commencement).
2. Diploma, Advanced Diploma or Associate Degree in a relevant discipline or equivalent skills, knowledge and experience.
3. Demonstrated experience in writing a diverse range of copy for a range of purposes and channels

Capabilities for the role

The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role.

The capabilities are separated into focus capabilities and complementary capabilities

Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

Focus capabilities

Capability group/sets	Capability name	Behavioural indicators	Level
Personal Attributes	**Act with Integrity** Be ethical and professional, and uphold and promote the public sector values	• Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct • Recognise and report misconduct and illegal and inappropriate behaviour • Report and manage apparent conflicts of interest and encourage others to do so	Intermediate
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences	Adept
Relationships	**Commit to Customer Service** Provide customer-focused services in line with public sector and organisational objectives	• Focus on providing a positive customer experience • Support a customer-focused culture in the organisation • Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Cooperate across work areas to improve outcomes for customers	Intermediate

	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	• Seek and apply specialist advice when required • Complete work tasks within set budgets, timeframes and standards • Take the initiative to progress and deliver own work and that of the team or unit • Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals • Identify any barriers to achieving results and resolve these where possible • Proactively change or adjust plans when needed	Intermediate
	Technology Understand and use available technologies to maximise efficiencies and effectiveness	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Use available technology to improve individual performance and effectiveness • Make effective use of records, information and knowledge management functions and systems • Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies	Intermediate

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

Capability group/sets	Capability name	Description	Level
Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Foundational
Personal Attributes	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Intermediate
Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
Relationships	Work Collaboratively	Collaborate with others and value their contribution	Intermediate

Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
Results	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
Results	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Foundational
Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
Business Enablers	Project Management	Understand and apply effective planning, coordination and control methods	Foundational