

# Role Description

## Digital Engagement Officer



Education  
Standards  
Authority

Cluster	Education
Agency	NSW Education Standards Authority
Division/Branch/Unit	Events and Engagement
Location	Sydney
Classification/Grade/Band	Clerk 5/6
Position Number	B1564
Date of Approval	2 April 2024
Agency Website	<a href="http://educationstandards.nsw.edu.au/wps/portal/nesa/home">http://educationstandards.nsw.edu.au/wps/portal/nesa/home</a>

### Agency overview

The NSW Education Standards Authority ('NESA') was formally established on 1 January 2017 to improve quality teaching and student learning across all schools and school sectors. It is responsible for the curriculum, assessment, teacher accreditation and regulatory standards in NSW schools, and accreditation of early childhood teachers.

### Primary purpose of the role

The Digital Engagement Officer coordinates and supports digital communication and online community management to engage schools, teachers, students and staff across a wide variety of internal and external channels.

The role is focused on sourcing and creating content for our digital platforms including video, design and copy as well as supporting the development of social media campaigns to expand the reach and engagement with our business.

### Key accountabilities

- Keep communications and content schedules up-to-date
- Source, draft, produce, edit, coordinate and distribute user-focused content for key internal and external channels including web, intranet, social and e-newsletters according to communications and content schedule
- Monitor and respond to social media engagement, liaising with subject matter experts to ensure accuracy and escalating contentious issues where needed
- Graphic design of visually engaging assets, including video, presentations and graphics to support engagement across internal and external channels
- Produce regular reports on performance of communication channels
- Coordinate and troubleshoot the directorate's use of technical platforms for channel management and content production
- Support the directorate's communication, media and events activities as required

## Key challenges

- Deliver to a high standard in a fast-paced, sensitive environment with limited resources
- Manage multiple projects simultaneously, while prioritising high-impact work
- Maintain knowledge of business responsibilities, activities and operations in a changing environment
- Stay up to date with best practice internal and external communications practices and technical platforms

## Key relationships

Who	Why
<b>Internal</b>	
Manager	<ul style="list-style-type: none"><li>• Receive and clarify guidance and instructions and report on progress against work plans</li><li>• Escalate and discuss issues</li></ul>
Communications and Media Team	<ul style="list-style-type: none"><li>• Participate in meetings, share information and provide input on issues</li><li>• Support team members and work collaboratively to contribute to achieving team outcomes</li></ul>
Stakeholders	<ul style="list-style-type: none"><li>• Report to and provide updates on project status</li><li>• Respond to enquiries</li><li>• Coordinate meetings and activities</li></ul>
<b>External</b>	
Stakeholders	<ul style="list-style-type: none"><li>• Report to and provide updates on project status</li><li>• Respond to enquiries</li><li>• Coordinate meetings and activities</li></ul>

## Role dimensions

### Decision making

NA

### Reporting line

The role reports to the Senior Communications Officer

### Direct reports

Nil

### Budget/Expenditure

Nil

## Essential requirements

- At least 4 years' experience in a similar role
- Strong skills in using technology for video production, EDM, website content management, project management, social media management, graphic design and analytics





- Proficiency in content creation tools and software, especially Adobe Creative Cloud suite, in particular Premiere Pro and Photoshop.
- Strong attention to details with exceptional communication and time management skills
- Ability to multitask, take initiative, and self-direct and output content creation
- Ability to manage multiple competing deadlines with several key stakeholders.
- Proficient copywriting skills maintaining brand voice and personality
- Knowledge of NSW Government social media guidelines

## 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](http://www.psc.nsw.gov.au/capabilityframework)

### Capability summary

Attached on Page 3 is the full list of capabilities, and the level required for this role. The capabilities in bold are the focus capabilities, and further information in relation to these can be found on Page 4.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 <b>Personal Attributes</b>	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	<b>Manage Self</b>	<b>Intermediate</b>
	Value Diversity	Foundational
 <b>Relationships</b>	<b>Communicate Effectively</b>	<b>Adept</b>
	Commit to Customer Service	Foundational
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
 <b>Results</b>	<b>Deliver Results</b>	<b>Intermediate</b>
	<b>Plan and Prioritise</b>	<b>Intermediate</b>
	Think and Solve Problems	<b>Intermediate</b>
	Demonstrate Accountability	Intermediate
 <b>Business Enablers</b>	Finance	Foundational
	<b>Technology</b>	<b>Adept</b>
	Procurement and Contract Management	Intermediate
	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
<b>Personal Attributes</b> Manage Self	Intermediate	<ul style="list-style-type: none"> <li>Adapt existing skills to new situations</li> <li>Show commitment to achieving work goals</li> <li>Show awareness of own strengths and areas for growth and develop and apply new skills</li> <li>Seek feedback from colleagues and stakeholders</li> <li>Maintain own motivation when tasks become difficult</li> </ul>
<b>Relationships</b> Communicate Effectively	Adept	<ul style="list-style-type: none"> <li>Tailor communication to the audience</li> <li>Clearly explain complex concepts and arguments to individuals and groups</li> <li>Monitor own and others' non-verbal cues and adapt where necessary</li> <li>Create opportunities for others to be heard</li> <li>Actively listen to others and clarify own understanding</li> <li>Write fluently in a range of styles and formats</li> </ul>
<b>Results</b> Deliver Results	Intermediate	<ul style="list-style-type: none"> <li>Complete work tasks to agreed budgets, timeframes and standards</li> <li>Take the initiative to progress and deliver own and team/unit work</li> <li>Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals</li> <li>Seek and apply specialist advice when required</li> </ul>
<b>Results</b> Plan and Prioritise	Intermediate	<ul style="list-style-type: none"> <li>Understand the team/unit objectives and align operational activities accordingly</li> <li>Initiate, and develop team goals and plans and use feedback to inform future planning</li> <li>Respond proactively to changing circumstances and adjust plans and schedules when necessary</li> <li>Consider the implications of immediate and longer term organisational issues and how these might impact on the achievement of team/unit goals</li> <li>Accommodate and respond with initiative to changing priorities and operating environments</li> </ul>
<b>Business Enablers</b> Technology	Adept	<ul style="list-style-type: none"> <li>Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks</li> <li>Identify opportunities to use a broad range of communications technologies to deliver effective messages</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"><li>• Understand, act on and monitor compliance with information and communications security and use policies</li><li>• Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business</li><li>• Support compliance with the records, information and knowledge management requirements of the organisation</li></ul>