Role Description
Senior Digital Video Producer

Role Description Fields	Details
Cluster	Education
Department/Agency	NSW Department of Education
Division/Branch/Unit	Office of Secretary| Communication and Engagement| Content and Campaigns
Role number	229607
Classification/Grade/Band	Clerk 9/10
Senior executive work level standards	Not Applicable
ANZSCO Code	224412
PCAT Code	1119192
Date of Approval	21 February 2025
Agency Website	www.education.nsw.edu.au

Agency overview

At the NSW Department of Education, we educate and inspire lifelong learners – from early childhood, through schooling to vocational education and training.
We ensure young children get the best start in life by supporting and regulating the early childhood education and care sector. We unlock excellence and unleash the potential of two-thirds of school children in NSW. We're proudly public and the largest education system in Australia. We nurture opportunities for every learner to develop the skills needed for their chosen career path, helping shape the industries of tomorrow.
We respect and value Aboriginal and Torres Strait Islander peoples as First Peoples of Australia.

Communication and Engagement Directorate

The Communication and Engagement directorate is a customer-focused business unit responsible for the development and delivery of great communications for the Department of Education. It is a fully integrated team working across a range of internal and external communications including traditional media, digital, social, employee, design, and broader stakeholder engagement.
We are a team of communications specialists who are passionate about delivering the best communications to maximise impact and outcomes. We are committed to customer service and building trust in ours.

Primary purpose of the role

The Senior Digital Video Producer will be responsible for overseeing and advising on the production, ideation and delivery (producing, shooting and editing) of engaging, high quality video assets for the Secretary's Office and the department's external and internal audiences. The Senior Digital Video Producer will possess a highly advanced knowledge of video production to work with internal and external stakeholders to develop high quality video communications that will be distributed through the department's website, social media, and other channels.

Key accountabilities

- Work collaboratively and proactively with the internal team and external agencies from concept to delivery.
- Produce, film and edit videos for the Secretary and/or Minister of Education.
- Plan, oversee, and be the technical touch point for high stakes livestream videos and events.
- Pitch and develop creative video ideas suited to specific digital channels.
- Present innovations and technology to enhance video production.
- Ability to plan and manage shoots with the team to meet project outcomes.
- Oversee, produce, shoot and edit high-quality video content that tells a story in a highly engaging way.
- Ensure all content adheres to NSW Government branding and accessibility guidelines, including web and video content.
- Support shared responsibilities within the team including monitoring tickets, maintenance of equipment and developing and documenting shared processes.

Key challenges

- Identifying key areas of production process and technology improvement.
- Operating in an environment of high volume, high pressure, chief stakeholders, tight timeframes and deadlines, while maintaining high quality creative and technical outputs.
- Providing high levels of customer service while balancing competing organisational priorities and senior stakeholder expectations.

Key relationships

Internal

Who	Why
Manager, Video	• Action team objectives and priorities
Team Members	• Produce and direct on location to fulfill production requirements • Collaborate regularly to execute video productions • Mentor to build skills in video production
External media agency and suppliers	• Collaborate during productions when required • Advise best practice to meet brand and accessibility requirements and ensure video quality is maintained

External

Who	Why
External media agency and suppliers	• Collaborate during productions when required • Advise best practice to meet brand and accessibility requirements and ensure video quality is maintained

Role dimensions

Decision making

The Senior Digital Video Producer is required to make day to day decisions to ensure the continuation of high-quality video, in consultation with the Manager, Video.

Reporting line

Manager, Video

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Experienced in a video production role at a broadcaster, creative agency, or similar.
- Highly advanced technical and creative experience overseeing and producing live stream content.
- Experience advising and managing a video team on shoots.
- Highly advanced technical knowledge and experience producing digital video formats and editing using the Adobe Creative Suite (in particular Premier Pro, After Effects, Photoshop, Motion, animation software).
- Highly advanced experience in camera operation, DSLR and digital video cameras, studio equipment, live streaming equipment.
- Knowledge of and commitment to implementing the Department's Aboriginal Education Policy and upholding the Department's Partnership Agreement with the NSW AECG and to ensure quality outcomes for Aboriginal people.

Essential requirements

- Demonstrated experience in a video production role at a broadcaster, creative agency or similar.
- Current Australian drivers licence
- Demonstrated understanding of and commitment to the value of public education
- A valid clearance to Work with Children. (Working with Children Check) for paid work.
- This position necessitates occasional overnight, intrastate travel.

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

	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	• Be flexible and adaptable and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond appropriately • Work through challenges • Remain calm and focused in challenging situations	Intermediate
	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 and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Ensure that others are aware of and understand the legislation and policy framework within which they operate • Act to prevent and report misconduct and illegal and inappropriate behaviour	Adept
	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
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	• Take responsibility for delivering high-quality customer-focused services • Design processes and policies based on the customer's point of view and needs • Understand and measure what is important to customers • Use data and information to monitor and improve customer service delivery • Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant customers within the community	Adept

	Work Collaboratively Collaborate with others and value their contribution	• Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others	Intermediate
	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Understand the team and 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 affect the achievement of team and unit goals • Accommodate and respond with initiative to changing priorities and operating environments	Intermediate
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	• Identify the facts and type of data needed to understand a problem or explore an opportunity • Research and analyse information to make recommendations based on relevant evidence • Identify issues that may hinder the completion of tasks and find appropriate solutions • Be willing to seek input from others and share own ideas to achieve best outcomes • Generate ideas and identify ways to improve systems and processes to meet user needs	Intermediate
	Technology Understand and use available technologies to maximise efficiencies and effectiveness	• Champion the use of innovative technologies in the workplace • Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies • Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes • Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes • Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies	Advanced

	Project Management Understand and apply effective planning, coordination and control methods	• Prepare and review project scope and business cases for projects with multiple interdependencies • Access key subject-matter experts' knowledge to inform project plans and directions • Design and implement effective stakeholder engagement and communications strategies for all project stages • Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning • Develop effective strategies to remedy variances from project plans and minimise impact • Manage transitions between project stages and ensure that changes are consistent with organisational goals • Participate in governance processes such as project steering groups	Advanced

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
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Adept

Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept