Role Description
Digital and Creative Services Officer

Cluster	Stronger Communities
Agency	Fire and Rescue NSW (FRNSW)
Directorate/Branch/Unit	Office of the Commissioner/ Media, Communication & Engagement/Digital and Creative Services
Classification/Grade/Band	Clerk Grade 7/8
Kind of Employment	Ongoing
Role Number	
ANZSCO Code	225311
PCAT Code	3311492
Agency Website	www.fire.nsw.gov.au

Agency overview

Fire and Rescue NSW (FRNSW) is one of the world's largest urban fire and rescue services and is the busiest in Australia. Our overriding purpose is to enhance community safety, quality of life, and confidence by minimising the impact of hazards and emergency incidents on the people, property, environment and on the economy of NSW. Our capabilities extend far beyond fighting fires. FRNSW firefighters are among the most highly trained in the world. Our teams provide fire prevention, they respond to hazardous materials incidents, natural disasters and medical emergencies. Our teams also undertake counter terrorism and urban search and rescue operations. We are prepared for anything – helping anyone, anywhere, anytime.

Primary purpose of the role

Create and deliver contemporary, energetic and fit for purpose content for FRNSW, optimising audience appeal and reach through social media platforms including Facebook, Instagram, Twitter, and LinkedIn as well as through tools.

Support the delivery of external activities and campaigns aligned to FRNSW strategic priorities.

Key accountabilities

- Contribute to the development and implementation of FRNSW's social media framework, policy and plans, designed to grow the organisations social media presence and keep pace with developments in the wider on-line community

- Ensure FRNSW is accurately represented across FRNSW digital platforms using consistent narrative and application of brand. Support internal use and understanding of digital platforms and the strengths and weaknesses of those channels through the provision of tools, advice and guidelines

- Contribute to the development of energetic and strategically aligned communication collateral to support the delivery of external engagement activities and campaigns

- Identify opportunities for improved internal and external communication collateral to showcase FRNSW and keep messaging integrated and on target

- Assist to identify and implement opportunities and contemporary modes to employ social media for meaningful and impactful content across multiple audiences and messaging delivery points such as stations

- Understand and engage with FRNSW's online communities, listening to their needs, and ensuring engagement is meaningful and strategically aligned

- Work with FRNSW's internal stakeholders to source, curate and schedule content, which is well planned, easily accessible and aligned to our strategic priorities.

Key challenges

- Maintain appropriate confidentiality and an understanding of legislative and policy restraints, and the political and industrial environment in which FRNSW operates

- Meet deadlines and milestones to the required standards within agreed timeframes. responding to competing demands given shifting priorities and workload across geographically dispersed and dynamic environments

- Understand and apply tools that can contribute to improved service; and segment audiences and adjust for establishing credibility and authenticity

- Assisting with rapid dissemination external to the public along with impacted stakeholders during major incidents as required

Key relationships

Who	Why
Internal	
Manager Digital and Creative Services	- Receive direction and guidance; and seek approvals - Alert to and provide recommendations on emergent issues - Discuss issues management
Members of the FRNSW Executive Leadership Team	- Alert to and provide endorsed recommendations on emergent issues - Discus support needs, means and mediums - Seek endorsements of statements/information and the like
Branch Team	Support delivery of priorities, including across other portfolios as required
Other Mangers and Subject Matter Experts	- Seek timely, factual information for inclusion as social media content - Provide advice and guidance on appropriate structure, language, tone, presentation/design of material to achieve the intended outcome for target audiences - Seek technical solutions for enhanced social media products
External	
Key external stakeholders such as Other Government Agencies (Particularly Other Emergency Services)	- Develop and maintain effective working relationships and open channels of communication. - Engage with, provide and obtain information. Work collaboratively, for effective outcomes

Role dimensions

Decision making

- Has independence and authority to decide day to day priorities within a broad framework set by the Manager

- Must ensure decisions are made within the scope of the role and with accuracy of work to withstand review and scrutiny

- Ensures recommendations are based on sound evidence, and at times may be required to use their judgment under pressure or in the absence of complete information or as a source of expert advice to both internal and external stakeholders

- As necessary, consults with the manager or senior staff on a suitable course of action in matters that are sensitive, high-risk or business-critical, or for those issues that have far reaching implications with respect to resources or quality advice provision.

Reporting line: Manager Digital and Creative Services

Direct reports: Nil

Budget/Expenditure: As per FRNSW Delegations Manual

Key knowledge and experience

1. Experience identifying and producing stories to appear to a wide range of audiences and ability to engage effectively with multidisciplinary teams.

2. Excellent written and verbal communication skills including demonstrated ability to write plain English content for a range of media and audiences, along with attention to detail and editing skills.

Essential Requirements

1. Relevant tertiary qualifications or/equivalent relevant experience

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
	Work Collaboratively Collaborate with others and value their contribution	• Encourage a culture that recognises the value of collaboration • Build cooperation and overcome barriers to information sharing and communication across teams and units • Share lessons learned across teams and units • Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work • Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services	Adept
Results	**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

FOCUS CAPABILITIES			
Capability group/sets	**Capability name**	**Behavioural Indicators**	**Level**
	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
Business Enablers	**Technology** Understand and use available technologies to maximise efficiencies and effectiveness	• Identify opportunities to use a broad range of technologies to collaborate • Monitor compliance with cyber security and the use of technology policies • Identify ways to maximise the value of available technology to achieve business strategies and outcomes • Monitor compliance with the organisation's records, information and knowledge management requirements	Adept
	Project Management Understand and apply procurement processes to ensure effective purchasing and contract performance	• Understand all components of the project management process, including the need to consider change management to realise business benefits • Prepare clear project proposals and accurate estimates of required costs and resources • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Identify and evaluate risks associated with the project and develop mitigation strategies • Identify and consult stakeholders to inform the project strategy • Communicate the project's objectives and its expected benefits • Monitor the completion of project milestones against goals and take necessary action • Evaluate progress and identify improvements to inform future projects	Adept

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.

COMPLEMENTARY CAPABILITIES

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	Intermediate
	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	Adept
Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
Results	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational