Senior Digital Producer (Digital production lead)

Agency	NSW Electoral Commission
Division/Unit	Corporate, Communications
Location	Sydney, NSW
Classification/Grade/Band	Clerk Grade 9/10
Date of Approval	XX November 2020
Agency Website	elections.nsw.gov.au
Position Code	TBA

Agency overview

The New South Wales Electoral Commission exists to deliver trusted and independent systems, processes, oversight and engagement that support democracy in New South Wales.

Our vision is to maintain confidence in the integrity of the democratic process and make it easy for people to understand and participate.

Our work includes:

- running elections
- communicating with and engaging the public
- providing trusted processes for political participants (including candidates, parties, donors, third-party campaigners, lobbyists and associated entities) to comply with their legal obligations, and regulating their compliance
- supporting transparency by overseeing and publishing disclosures of political donations and expenditure and registers of political parties, candidates, agents, third-party campaigners, political lobbyists and associated entities; advising on and advocating for improvements to legislation
- investigating possible offences and enforcing electoral laws.

The NSWEC staff agency is headed by the NSW Electoral Commissioner, who also sits on the three-member NSW Electoral Commission, which enforces electoral legislation.

Our four Divisions - Elections, Funding Disclosure, Compliance and General Counsel, Information Services and Corporate - collaborate closely to enable the delivery of end-to-end democratic processes and effective engagement with our stakeholders.

Our strong and positive working culture is reflected in our organisational behaviours - Collaborative, Customer-centred; Solution focused, Transparent and Responsive - and anchored in the NSW Public Service values of Integrity, Trust, Service and Accountability.

The Communications business unit is part of Corporate, and gives centralised advice and leadership on customer-focused communications and engagement strategy. The team includes experts in external and internal communications, marketing, media, brand, creative, digital, social and stakeholder engagement and drives these activities to support our corporate goals. We enable everyone across NSWEC to produce great communications that help our external stakeholders engage effectively with electoral and democratic processes.

Primary purpose of the role

The Senior Digital Producer (Digital production lead) manages production, monitors and maintains the NSWEC's websites and intranet to help deliver an engaging, accurate user-centred digital presence, and contributes to ongoing digital innovation in line with our communications and digital strategies.

Key accountabilities

- **Manage and oversee NSWEC digital assets and presence:** Oversee delivery of a user-centred NSWEC digital presence that is engaging, accurate, accessible and legally compliant. Co-ordinate content and navigation changes to meet time sensitive business requirements and in line with NSWEC's corporate, brand, communications and digital strategies. Ensure a consistent user experience through style sheets and templates and enhance navigation to support simple user journeys. Manage and use analytics to support ongoing improvements and ensure content is search optimised.
- **Manage digital content production:** Assisting with the creation and publication of online content (websites and Intranet) in line with business, audience and customer needs. Contribute to content planning and management, including generating creative solutions to communications requirements and advocating for the user experience. Ensure content is user friendly and search engine optimised.
- **Thought leadership and innovation:** Provide advice on digital innovation including strategic recommendations on a NSWEC's digital and web assets both external and internal. Collaborate with the Communications Team to maximise digital opportunities and impact, including new types of shareable tools and applications and investigate, initiate, trial and implement new functionality.
- **Champion the end user:** Monitor, analyse and interpret usage and trends to enhance user experience and build engagement. Collaborate with Communications Unit on improving communication of complex information including audio-visual, infographic and visualisation tools.
- **Workflow management:** Oversee workflows to ensure critical user and business needs are met within required timeframes, especially for time sensitive elections and regulatory issues, working within a matrixed project management environment.

Key challenges

- Delivering on day-to-day requirements (including during election periods) as a priority, while contributing to the strategic redevelopment and consolidation of multiple NSWEC websites.
- Ensuring accuracy and on time delivery of sensitive content, including through out-of-hours assistance where needed.
- Managing the needs of multiple stakeholders in a fast-paced professional environment
- Keeping up to date with digital trends and developments and recommending and implementing new applications and technologies to benefit NSWEC in a fast-moving, busy and sensitive environment.

Key relationships

Who	Why
Internal	
Digital Product Manager (line manager)	- Receive guidance and feedback on strategy, business issues and role performance - Provide advice and recommendations on issues, risks, priorities and results

Who	Why
Communications team	• Collaborate to share knowledge and ensure alignment with communications plans, frameworks and practices. • Provide thought leadership on digital strategies and contribute to the delivery of integrated communications strategies for NSWEC.
Internal Stakeholders	• Provide expert digital production advice and services to meet business requirements
Information Services teams	• Work collaboratively with the Information Services Division teams to develop and implement applications, user interfaces and digital services to enhance user experience
External	
External Developers	• Manage productive and collaborative relationships to ensure NSWEC's digital needs are met on time and within budget and add value to internal expertise
Professional networks and DPC Community of Practice	• Keep across trends and digital best practice, share knowledge and identify opportunities for collaboration, to feed into improvements in NSWEC's digital presence

Role dimensions

Decision making

The Senior Digital Producer is responsible for decisions relating NSWEC's day-to-day workflow, client and user requirements and key accountabilities. They base decisions on established frameworks including corporate, communications, digital and IT strategies, their professional knowledge and legal and business requirements. They seek guidance from the Digital Product Manager and/or Director, Communications in relation to highly sensitive or complex issues or risks.

Reporting line

Digital Product Manager

Direct reports

- 5/6 Digital Communications officer
- Additional resources report to this role during election periods.

Budget/Expenditure

As per NSW Electoral Commission delegations policy.

Essential requirements

- Relevant tertiary qualifications or equivalent professional experience.
- Experience working in a digital environment at a time of significant change, including familiarity with Agile methodology
- Experience managing competing stakeholder and business needs and requirements for high levels of accuracy and timeliness.
- Experience working across a range of content management systems and web-based applications.
- Demonstrated understanding of, and fluency in, web analytical tools, social media marketing applications and monitoring platforms.
- Politically neutral with no affiliation to political parties or lobbyists/third party campaigners.
- Satisfactory criminal record check.

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	Intermediate
Relationships	**Communicate Effectively**	**Adept**
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	**Adept**
Results	**Deliver Results**	**Adept**
	Plan and Prioritise	Intermediate
	Think and Solve Problems	**Adept**
	Demonstrate Accountability	Intermediate
Business Enablers	Finance	Intermediate
	Technology	**Advanced**
	Procurement and Contract Management	Adept
	Project Management	Adept
People Management	**Manage and Develop People**	**Intermediate**
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	**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 Act with Integrity	Adept	• Represent the organisation in an honest, ethical and professional way and encourage others to do so • Act to prevent and report misconduct, illegal and inappropriate behaviour • 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
Relationships Communicate Effectively	Adept	• 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
Relationships Commit to Customer Service	Advanced	• Promote a customer focussed culture in the organisation and consider new ways of working to improve customer experience • Ensure systems are in place to capture customer service insights to improve services • Initiate and develop partnerships with customers to define and evaluate service performance outcomes • Promote and manage alliances within the organisation and across the public, private and community sectors • Liaise with senior stakeholders on key issues and provide expert and influential advice and encourage new ideas and innovative approaches • Ensure that the organisation's systems, processes, policies and programs respond to customer needs
Relationships Work Collaboratively	Advanced	• Recognise outcomes achieved through effective collaboration between teams • Build co-operation and overcome barriers to information sharing, communication and collaboration across the organisation and across government • Facilitate opportunities to engage and collaborate with external stakeholders to develop joint solutions • Network extensively across government and organisations to increase collaboration • Encourage others to use appropriate collaboration approaches and tools, including digital technologies
Results Deliver Results	Advanced	• Seek and apply the expertise of key individuals to achieve organisational outcomes • Drive a culture of achievement and acknowledge input of others • Determine how outcomes will be measured and guide others on evaluation methods • Investigate and create opportunities to enhance the achievement of organisational objectives

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NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
		• Make sure others understand that on-time and on-budget results are required and how overall success is defined • Control output of business unit to ensure government outcomes are achieved within budget • Progress organisational priorities and ensure that resources are acquired and used effectively
Results Plan and Prioritise	Adept	• Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team and unit goals, strategies and plans • Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate achievements and adjust future plans accordingly
Results Think and Solve Problems	Advanced	• Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues • Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements • Implement systems and processes that underpin high quality research and analysis • Look for opportunities to design innovative solutions to meet user needs and service demands • Evaluate the performance and effectiveness of service, policies and programs against clear criteria
Business Enablers Technology	Advanced	• Champion the use of innovative technology 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 • Show commitment to the use of existing and deployment of appropriate new technologies in the workplace • Implement appropriate controls to ensure compliance with information and communications security and use policies • Maintain a level of currency regarding emerging technologies and how they might be applied to 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
People Management	Adept	• Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes

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NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
Manage and Develop People		• Adjust performance development processes to meet the diverse abilities and needs of individuals and teams • Develop work plans that consider capability, strengths and opportunities for development • Be aware of the influences of bias when managing team members • Seek feedback on own management capabilities and develop strategies to address any gaps • Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way • Monitor and report on performance of team in line with established performance development frameworks
People Management Manage Reform and Change	Adept	• Support teams in developing new ways of working and generating innovative ideas to approach challenges • Actively promote change processes to staff and participate in communicating change initiatives across the organisation • Provide guidance, coaching and direction to others managing uncertainty and change • Engage staff in change processes and provide clear guidance, coaching and support • Identify cultural barriers to change and implement strategies to address these