

Role Description

Multimedia Support Officer



Cluster	Stronger Communities
Department/Agency	NSW State Emergency Service
Division/Branch/Unit	Corporate Services
Location	State Headquarters
Classification/Grade/Band	Clerk Grade 3/4
ANZSCO Code	561999
Role Number	52015586
PCAT Code	1211492
Date of Approval	October 2019
Agency Website	www.ses.nsw.gov.au

Agency overview

Our Mission: NSW SES saving lives and creating safer communities.

Our Vision: A trusted volunteer-based emergency service, working together to deliver excellence in community preparedness and emergency response.

The NSW State Emergency Service (NSW SES) is an emergency and rescue service made up almost entirely of volunteers and supported by a small staff contingent. NSW SES is a key influencer of other emergency service agencies and works closely with these partners to modernise and grow volunteering to save lives and protect communities

While major responsibilities are for flood, storm operations and tsunamis, the NSW SES also provides the majority of general rescue effort in the rural parts of the state. This includes road accident rescue, vertical rescue, bush search and rescue, evidence searches (both metropolitan and rural), other forms of specialist rescue that may be required due to local threats, Urban Search and Rescue and Community First Response.

Primary Purpose of the role

Creates high quality and engaging graphics, animation and video for internal projects, the NSW SES website, intranet and social media channels; identifies innovative and creative ways to drive and improve the audience experience with content that is dynamic, timely and accurate.

Key accountabilities

- Coordinates video and creative work including graphic design, video and photo shoots to support content development
- Assist with building NSW SES video collection and coordination capacity to gather, edit and distribute images including coordination and support of a volunteer videographers and photographers
- Coordinate the collection and editing of dynamic content for a range of internal and public communication channels during operational responses

- Maintain multimedia hardware and assets, including photographic and video equipment, design files, image gallery and video library.
- Contribute to the development and conduct of web and social media training, online content creation and supports the management and oversight of social media platforms
- Collaborate with internal and external stakeholders to promote the NSW SES values, brand and organisational priorities through multi-media

Key challenges

- Maintaining current knowledge of contemporary trends and developments in multi media technologies
- Developing and maintaining effective communication networks with internal and external stakeholders to facilitate the exchange of information

Key relationships

Who	Why
Internal	
Coordinator Digital Marketing	Receive guidance and support, provide advice, exchange information and escalate contentious issues.
Stakeholder Engagement Team	Work collaboratively to achieve team outcomes; share information and discuss solutions to problems and issues
All SES Members	Exchange information information and advise on multi media best practice
External	
Stakeholders	Respond to requests for information

Role dimensions

The Multimedia Support Officer operates in structured work environment that is subject to established policies procedures and practices. Decisions which can be made by the position holder include; prioritising own workload, how to handle or where to refer enquiries to the Branch

Reporting line

This role reports directly to the Coordinator Digital Marketing

Direct reports

There are no direct reports

Budget/Expenditure

Nil

Essential requirements

- Broad experience in and a knowledge of contemporary trends and developments in multimedia technologies
- Thorough knowledge of AIMS principles and processes, and/or willingness to obtain competence within 12 months

You may be required to participate in activities to support the agency during operational or emergency responses at NSW SES locations in the state, where the requirements are within the scope of your skills, knowledge and capabilities. You may also be required to participate in an on-call roster.





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

This role utilises an occupation specific capability set.

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	Foundational
	Act with Integrity	Foundational
	Manage Self	Intermediate
	Value Diversity	Foundational
 Relationships	Communicate Effectively	Intermediate
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Foundational
 Results	Deliver Results	Foundational
	Plan and Prioritise	Foundational
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Foundational
 Business Enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	Project Management	Foundational

Occupation / profession specific capabilities		
Capability Group	Capability Name	Level
	Understands flood, storm and tsunami behaviour	Foundational
	Public Information	Foundational

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		
Display Resilience and Courage	Foundational	<ul style="list-style-type: none"> Be open to new ideas and approaches Offer own opinion, ask questions and make suggestions Adapt well to new situations Do not give up easily when problems arise Stay calm in challenging situations
Manage Self	Intermediate	<ul style="list-style-type: none"> Adapt existing skills to new situations Show commitment to achieving work goals Show awareness of own strengths and areas for growth, and develop and apply new skills Seek feedback from colleagues and stakeholders Stay motivated when tasks become difficult
Relationships		
Communicate Effectively	Intermediate	<ul style="list-style-type: none"> Focus on key points and speak in plain English Clearly explain and present ideas and arguments Listen to others to gain an understanding and ask appropriate, respectful questions Promote the use of inclusive language and assist others to adjust where necessary Monitor own and others' non-verbal cues and adapt where necessary Write and prepare material that is well structured and easy to follow Communicate routine technical information clearly
Work Collaboratively	Intermediate	<ul style="list-style-type: none"> 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

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Results Think & Solve Problems	Intermediate	<ul style="list-style-type: none"> • Use collaboration tools, including digital technologies, to work with others • 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
Business Enablers Technology	Intermediate	<ul style="list-style-type: none"> • 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