

Role Description

Digital Communications Lead

Cluster	Stronger Communities
Executive Agency	Multicultural NSW
Division/Branch/Unit	People and Corporate
Location	Parramatta
Classification/Grade/Band	9/10
Kind of Employment	Temporary, until 30 June 2020
ANZSCO Code	TBA
Role Number	51010747
PCAT Code	TBA
Date of Approval	October 2020
Agency Website	www.multicultural.nsw.gov.au

Agency overview

In NSW, we come from 307 ancestries, practice 146 religions and speak more than 215 languages. NSW is also home to 33.6% of Australia's overseas-born population, with 27.6% of the State's residents born overseas. The purpose of Multicultural NSW is to build and maintain a cohesive and harmonious multicultural society that enriches the lives of all the people of NSW. Our work is underpinned by the *Multicultural NSW Act 2000*, which establishes Multicultural NSW as the lead NSW government agency for promoting and monitoring the *multicultural principles* set out in the *Act*. The Multicultural NSW Advisory Board, which is constituted under the *Act*, is an independent body that draws on the cultural diversity, skills and experience of its members to provide advice to the agency and the Minister.

The People and Corporate Division plays a central role in helping Multicultural NSW to achieve the key objectives set out in our Strategic Plan 2020-24.

PRIMARY PURPOSE OF THE ROLE

To work as a productive, transparent and accountable member of Multicultural NSW, demonstrating a high standard of integrity and ethical behavior. The conduct of Multicultural NSW employees must reflect the requirements and/or values of the NSW Public Sector, Multicultural NSW's vision and strategic plan and related division plans, objectives and priorities. All employees must act in a way that align with our overarching remit to promote and advance our social cohesion and community harmony.

The Digital Communications role will develop a new website for Multicultural NSW, develop a digital communication strategy and review and manage digital newsletters, microsites, digital forms and digital invitations.

KEY ACCOUNTABILITIES

- Project manage the development of a new website for Multicultural NSW in line with best practice communication to diverse audiences.
- Develop a digital communication strategy for all digital communication channels including website, microsites and digital newsletters.
- Develop communications advice, develop associated plans, and assist with implementation of each component of the strategy.
- Act as a business partner to Department of Customer Service, representing Multicultural NSW in development on whole of NSW Government site.
- Support the delivery of digital initiatives that grow communities and develop digital content to ensure engagement.
- Access, review and analyse data sources, such as web analytics, to gain insights and provide considered advice and reports.
- Day to day management of Multicultural NSW's website, including uploading and maintaining information to provide up to date and accessible information to the community that complies with Government and industry standards.
- Manage relationship with external website service provider to implement approved design enhancements, resolve any technical issues relating to online services and ensure that projects meet Multicultural NSW's standards and are delivered on schedule.
- Manage the production of digital newsletters, including maintaining mailing lists, writing, editing and measurement reporting.

KEY CHALLENGES

- Awareness of best practice digital communications for multilingual communities.
- Responsive to new and emerging issues and technologies.
- Continuously evaluating the effectiveness of the digital channels to develop recommendations for improvements.
- Effectively communicate to internal and external customers of Multicultural NSW when obtaining information, resolving complaints, clarifying expectations and providing resolutions to any technical difficulties.
- Maintaining awareness of the information environment of Multicultural NSW and consistently liaising with relevant staff in order to be informed of developments so that the site is always up to date and relevant.

KEY RELATIONSHIPS

Who	Why
Internal	
Associate Director, Communications & Marketing	<ul style="list-style-type: none">• Provide project status updates and advice on online services issues as required• Share information, seek guidance, consult and seek advice and to achieve consensus on proposed action
Other staff	<ul style="list-style-type: none">• Share information, to consult, to give and seek advice and to coordinate work
System Administration Officer	<ul style="list-style-type: none">• Work closely to ensure technical support and manage implementation of enhancements and system changes
External	
Technology suppliers/service providers	<ul style="list-style-type: none">• Liaise and collaborate regarding web and online projects

ROLE DIMENSIONS

Decision making

- Makes decisions and recommendations that apply a best practice approach to website and digital services with consideration of the limitations of the current systems.
- Reassesses work plans to ensure that deadlines for priority work are met.
- Develop recommendations regarding significant enhancements to the website and other online services, new proposals, changes to work procedures and operating processes and systems.

Reporting Line

This role reports to the Associate Director, Communications & Marketing

Direct reports

N/A

Budget/Expenditure

N/A

ESSENTIAL REQUIREMENTS

- Relevant tertiary qualifications and/or extensive relevant experience
- Demonstrated experience delivering digital communications strategies and managing websites

DESIRABLE EXPERIENCE





- Experience managing NSW Government websites
- Experience in NSW Government IT procurement processes

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	Intermediate
	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	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Adept

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 Manage Self	Adept	<ul style="list-style-type: none"> Be willing to develop and apply new skills Show commitment to completing work activities effectively Look for opportunities to learn from the feedback from others

Relationships Communicate Effectively	Adept	<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 when they are speaking and ask appropriate, respectful questions Monitor own and others' non-verbal cues and adapt where necessary Prepare written material that is well structured and easy to follow by the intended audience Communicate routine technical information clearly
Relationships Work Collaboratively	Adept	<ul style="list-style-type: none"> Work as a supportive and co-operative team member, share information and acknowledge others' efforts Respond to others who need clarification or guidance on the job Step in to help others when workloads are high Keep team and supervisor informed of work tasks
Relationships Influence and Negotiate	Adept	<ul style="list-style-type: none"> Negotiate from an informed and credible position Lead and facilitate productive discussions with staff and stakeholders Encourage others to talk, share and debate ideas to achieve a consensus Recognise and explain the need for compromise Influence others with a fair and considered approach
Business Enablers Technology	Adept	<ul style="list-style-type: none"> Apply computer applications that enable performance of more complex tasks Apply practical skills in the use of relevant technology Make effective use of records, information and knowledge management functions and systems Understand and comply with information and communications security and acceptable use policies Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> Prepare clear project proposals and define scope and goals in measurable terms Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Prepare accurate estimates of costs and resources required for more complex projects Communicate the project strategy and its expected benefits to others Monitor the completion of project milestones against goals and initiate amendments where necessary Evaluate progress and identify improvements to inform future projects
Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> Research and analyse information, identify interrelationships and make recommendations based on relevant evidence Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of option Identify and share business process improvements to enhance effectiveness

