Role Description
Senior Content Producer

Cluster	Regional NSW
Agency	Department of Regional NSW
Group/Division/Branch	Internal and Ministerial Communications, Office of the Secretary
Location	Queanbeyan
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	262111
PCAT Code	1226592
Date of Approval	March 2021
Agency Website	www.regional.nsw.gov.au

Agency overview

The Department of Regional NSW was formed in 2020 as a central agency for regional issues. The Department is responsible for building resilient regional economies and communities, strengthening primary industries, managing the use of regional land, overseeing the state's mineral and mining resources and ensuring government investment in regional NSW is fair and delivers positive outcomes for local communities and businesses.

Primary purpose of the role

The department takes a broad interpretation of 'communications' to include all information sharing, and the Internal Platforms team works with a variety of stakeholders to promote and support the adoption of technologies that will automate, optimise and modernise access to and use of departmental information.

The Senior Content Producer provides development and IT expertise, developing and implementing solutions to meet customer requirements for rapid service delivery, reliability and innovation. The role works collaboratively with key stakeholders, vendor representatives, IT and content teams, and subject matter experts to deliver solutions in line with the department's strategies and objectives.

Key accountabilities

- Advising on appropriate content formats and mediums and overseeing the review and approval of materials to enable requirements to be satisfied.
- Providing editorial oversight across a team of content producers and business subject matter experts to ensure content has appropriate tone, brevity, consistency and re-use.
- Developing and maintaining content plans showing how the identified audience needs will be met and development progress.
- Working in collaboration with Business subject matter experts to produce, edit, proof and publish Intranet content in suitable formats (written, visual, multi-media, etc) to meet the needs of intended audiences.
- Ensuring content meets best practice accessibility and usability standards.

- Contributing to the development and continuous improvement of the style, editorial and publication guides, templates and process.
- Contributing to the development and execution of user experience and/or user acceptance testing.
- Helping maintain an Intranet Content Community of Practice.

Key challenges

- Balancing the strategic aspects of the role with day-to-day management and operational demands.
- Sustaining the integrity of current services while implementing new initiatives, especially given the complexity, size and scale of an environment which continually challenges technical capability.

Key relationships

Who	Why
Internal	
Manager	• Escalate issues, keep informed, advise and receive instructions
Work team	• Inspire and motivate team, provide direction and manage performance • Guide, support, coach and mentor team members • Review the work and proposals of team members • Encourage team to work collaboratively to contribute to achieving the team's business outcomes
ICT team	• Work collaboratively to achieve shared business outcomes. • Liaise to ensure system issues are addressed and resolved
Staff/System users	• Manage expectations, resolve issues and provide solutions to problems • Provide strategic advice for business improvement • Provide technological advice to improve day to day business performance • Provide technical and/or hardware support services • Ensure compliance with agency and sector rules and standards
External	
Vendor	• Engage development and code issues and practices • Liaise with the vendor to ensure the functionality of the system undertaking UAT activities, and advising on system user issues

Role dimensions

Decision making

- Make day-to-day decisions on own work, and on project work involving multi-disciplinary teams, including advice, guidance and feedback.
- Make decisions on the allocation of requests, integration and preparation of responses, quality of responses prepared by others and determination of appropriate timeframes and priority of responses.
- Provide advice with authoritative recommendations on a range of issues including system and process improvement, standards and policies for the team and the Office of the Secretary.

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Reporting line

Manager, Internal Platforms

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Demonstrated experience in administration of technology solutions and support of customers on technology-based products.
- Experience in systems and configuration of technology solutions including planning, development, installation, configuration, maintenance and support of complex ICT systems and customer support.

Essential requirements

- Evidence of the COVID-19 vaccination must be provided upon commencement of employment. This is a condition of engagement should you be successfully appointed to a position within the Department of Regional NSW (which includes Local Land Services and the Soil Conservation Service).

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	**Display Resilience and Courage** Be open and honest, prepared to express your views, and willing to accept and commit to change	• Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback and advice • Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
		• Raise and work through challenging issues and seek alternatives • Remain composed and calm under pressure and in challenging situations	
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes • Write fluently and persuasively in plain English and in a range of styles and formats	Advanced
Results	**Deliver Results** Achieve results through the efficient use of resources and a commitment to quality outcomes	• Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for	Adept
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	• 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 system, process and business improvements	Advanced

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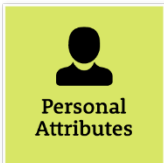
Capability group/sets	Capability name	Behavioural indicators	Level
		• Implement systems and processes that are underpinned by high-quality research and analysis • Look for opportunities to design innovative solutions to meet user needs and service demands • Evaluate the performance and effectiveness of services, policies and programs against clear criteria	
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

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	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
	Work Collaboratively	Collaborate with others and value their contribution	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept

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COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
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	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Project Management	Understand and apply effective planning, coordination and control methods	Adept

Occupation specific capability set (Skills Framework for the Information Age – SFIA)

Category, Sub-category	Level and Code	Skill and Level Description
Solution Development & Implementation, Systems Development, Programming/software development	Level 5 – PROG	Sets local or team-based standards for programming tools and techniques, advises on their application and ensures compliance. Takes technical responsibility for all stages in the software development process. Prepares project and quality plans and advises systems development teams. Assigns work packages to technical staff, monitors performance and reports progress. Provides advice, guidance and assistance to less experienced colleagues as required.
Solution Development and Implementation, Systems Development, Systems Design	Level 5 – DESN	Specifies and designs large or complex systems. Selects appropriate design standards, methods and tools, consistent with agreed enterprise and solution architectures and ensures they are applied effectively. Reviews others' systems designs to ensure selection of appropriate technology, efficient use of resources, and integration of multiple systems and technology. Contributes to policy for selection of architecture components. Evaluates and undertakes impact analysis on major design options and assesses and manages associated risks. Ensures that the system design balances functional, service quality and systems management requirements.

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