

Role Description

Campaigns Co-ordinator



Agency	NSW Electoral Commission
Division/Branch/Unit	Corporate\Communications
Role number	P00448
Classification/Grade/Band	Grade 5/6
ANZSCO Code	225113
PCAT Code	1336214
Date of Approval	April 2022
Agency Website	https://www.elections.nsw.gov.au/

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.

Responsibility for these functions is divided under legislation between the 3-member NSW Electoral Commission (an independent statutory body) and the NSW Electoral Commissioner (an independent statutory officer). Our staff are employed in the NSW Public Service under the *Government Sector Employment Act 2013*. The head of our staff agency is the NSW Electoral Commissioner, who is also an *ex officio* member of the NSW Electoral Commission.

The NSW Electoral Commission and Electoral Commissioner exercise their functions independently and are accountable to the NSW Parliament, through its Joint Standing Committee on Electoral Matters, with respect to the administration of elections and the regulation and enforcement of electoral and lobbying laws.

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

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 Unit, which is part of Corporate, gives centralised advice and leadership on customer-focused communications and engagement strategy. The newly formed team includes experts in external and internal communications, marketing, media, brand, creative, digital, social and stakeholder engagement and drives these activities to support NSWEC's corporate goals. Its role is to enable everyone across NSWEC to produce outstanding communications that help our external stakeholders engage effectively with the electoral and democratic process.

Primary purpose of the role

The Campaigns Coordinator supports the creation of content and contributes to media, social and campaigns to build understanding of and engagement with all parts of the electoral and democratic process among external audiences including voters, parties, candidates, lobbyists and donors.

Key accountabilities

- **Content creation:** Contribute to the development of content plans. Create written, designed and audio-visual content and collateral to distribute through the Commission's channels and campaigns, centreing audience needs while meeting business and legal prerequisites.
- **Media and content partners:** Contribute ideas to the Commission's plans for proactive media and content partner engagement, including for story calendars. Draft timely and accurate responses to media and media content packages, to maintain NSWEC's reputation and integrity and build understanding of its work and engagement with democratic processes. Monitor media, identify risks and escalate as needed.
- **Day to day social media management:** Contribute to NSWEC's channel plans including on emerging platforms. Plan and monitor day-to-day social media content, including timely and accurate responses to public comments and queries. Measure, evaluate and review current activities to ensure effectiveness and maximum impact and escalate issues if needed.
- **Campaign support:** Work creatively and collaboratively within team members, other teams and external agencies to contribute to, plan and implement ongoing audience-centred engagement and campaigns. Act as subject matter expert for communications campaigns. Produce statutory advertising and other materials as needed.
- **Project management and administration:** Contribute to communications projects within a matrixed project management structure. Assist with budgets and internal finance processes as required.

Key challenges

- Gaining the confidence and co-operation of all parts of the organisation and consistently demonstrating communications excellence.
- Contributing to the development of new opportunities to disseminate NSWEC key messages and information while ensuring accurate and timely delivery of ongoing activities including around elections.
- Effectively managing workflow peaks and troughs, including increased requirements during election periods and opportunities to further build relationships and engagement in non-election periods.
- Meeting the expectations of contemporary audiences around content and channels, while complying with sensitive business and legal requirements whilst bringing the Commission's brand to life.

Key relationships

Who	Why
Internal	
Campaigns and Media Advisor	<ul style="list-style-type: none">• Receive guidance and feedback on plans, business issues and role performance.• Provide advice and make recommendations on issues, risks, priorities and results
Communications Team	<ul style="list-style-type: none">• Collaborate to align with communications strategies and maximise opportunities.• Work with designers as needed to bring content, advertising and storytelling to life
Internal Stakeholders	<ul style="list-style-type: none">• Identify and support the development of content and stories to meet business needs.
External	
Media, content and social partners	<ul style="list-style-type: none">• Build collaborative relationships to support wider dissemination of the Commission's content.• Identify and establish relationships with new types of content partners
DPC Communities of Practice	<ul style="list-style-type: none">• Keep abreast of trends, innovation and best practice in media, content and social• Share knowledge and identify opportunities for collaboration

Role dimensions

Decision making

The Campaigns Coordinator is responsible for decisions relating to their day-to-day workflow, client requirements and the above accountabilities, escalated as required, and based on established frameworks including the Commission's corporate, communications, digital and other strategies, professional knowledge, legislation, policies, procedures and guidelines. They seek guidance from the Campaign and Media Advisor and/or Manager, Strategic Corporate Communications on highly sensitive or complex issues and risks. The Campaign Coordinator is accountable for the accuracy, responsiveness and professionalism of their advice and services.

Reporting line

Campaigns and Media Advisor

Direct reports

NA

Budget/Expenditure

NA

Key knowledge and experience

Relevant tertiary qualifications and/or equivalent professional experience.

Demonstrated experience in successfully creating audience focused content suitable for diverse channels including traditional and social media.

Demonstrated understanding of, and experience in, developing and implementing social media plans.

Track record of delivering communications that demonstrate quality and excellence.

Essential requirements

Politically neutral with no affiliation to political parties or lobbyists/third party campaigners.

Satisfactory criminal check result

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
	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none">• 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
	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none">• 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	Adept

		<ul style="list-style-type: none"> • Use contemporary communication channels to share information, engage and interact with diverse audiences 	
	Work Collaboratively Collaborate with others and value their contribution	<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 • Use collaboration tools, including digital technologies, to work with others 	Intermediate
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> • Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience • Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience • Seek contributions and ideas from people with diverse backgrounds and experience • Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness 	Adept
	Technology Understand and use available technologies to maximise efficiencies and effectiveness	<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 	Intermediate

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	Intermediate
 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	Intermediate
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	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	Intermediate