

Role Description

Digital and Design Officer



Regional
NSW

Cluster	Regional NSW
Agency	Department of Regional NSW
Division/Branch/Unit	Public Works and Soil Conservation Service
Location	Regional NSW
Classification/Grade/Band	Clerk Grade 7/8
Role Family	Bespoke/Communications & Engagement/Deliver
ANZSCO Code	261313
PCAT Code	1119192
Date of Approval	June 2022
Agency Website	www.drnsw.nsw.gov.au or www.publicworks.nsw.gov.au

Agency overview

The Department of Regional NSW is the central agency 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.

Public Works (PW) is part of the Department of Regional NSW and supports local and state government agencies to deliver critical infrastructure initiatives by providing expert advisory, planning, design, delivery and support services. There's nothing abstract about what we do. Just look around. Our work is in the hospitals, dams, water treatment plants and high schools – the real foundations of prosperous communities. Every day we help shape the ambitious projects that bring progress to more people in NSW. From forging a more sustainable relationship with the land around us, to engineering the big ideas of the future. In every challenge we see the chance to build stronger and more connected communities. We do this by developing solutions that show creativity and grassroots ingenuity, providing impartial advice and support at all levels of government and the private sector, and partnering with experts to maximise the benefits of our knowledge and experience.

In PW offices all over the state, you'll find local expertise for local issues. We uncover the best talent, scrutinise cost and risk, and bridge the gap between private sector and government. By managing these nuances, projects we work on don't just get done, they become benchmarks others aspire to.

Primary purpose of the role

The Digital and Design Officer plays a critical role in communicating Public Works' unique value proposition through the design and management of professional 'on brand' digital communication, marketing and operational/reporting resources. The role leads the development and management of internal and external communication frameworks across a variety of platforms to promote Public Works' capabilities and reputation among key stakeholders. This includes managing branding guidelines and developing content for the web, distribution channels, client and industry engagement activities and other collateral.

Key accountabilities

- Manage the development and roll-out of Public Works' branding style guidelines to ensure corporate design consistency and accessibility across all platforms.
- Develop and manage Public Works' suite of MS Office and digital communications templates.
- Provide content management support for the Public Works' website and lead the development and enhancement of the website's content and functionality.
- Develop design solutions that embrace best-practice approaches across digital and print media, taking designs from concept through to finished product.
- Lead the development of Public Works' internal and external event presence, including trade booths, display banners, presentations and marketing collateral.
- Work closely with the Proposal Coordinator, Engineering and Construction to develop bespoke proposal templates and content resources.
- Work closely with the Thought Leadership Manager to develop subject matter and audience specific content for all platforms.
- Undertake a range of support activities, including working with suppliers to deliver high quality outcomes, and monitoring and reporting on the use of brand and digital assets.

Key challenges

- Managing a high-volume workload in a deadline-driven environment in which priorities, resources and timeframes may change or conflict.
- Managing consultations and negotiations with a broad range of internal and external stakeholders, given their varying expectations, viewpoints and interests.

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none">• Provide advice and contribute to decision-making regarding projects and issues• Escalate issues and propose solutions• Receive guidance and provide regular updates on projects, issues and priorities
Team and Colleagues	<ul style="list-style-type: none">• Support team members and work collaboratively to contribute to achieving team outcomes
Stakeholders	<ul style="list-style-type: none">• Develop and maintain effective relationships and open channels of communication• Exchange information and respond to enquiries• Collaborate closely and cooperatively to achieve shared objectives
External	
NSW Government agencies, Vendors/Suppliers	<ul style="list-style-type: none">• Develop and maintain effective relationships and open channels of communication• Exchange information and respond to enquiries• Negotiate with stakeholders to ensure projects are delivered on time• Resolve any stakeholder queries as they arise

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Manager. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

Reporting line

This role reports to the Senior Manager, Client Engagement & Strategy.

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Highly proficient in the use of digital programs and applications such as Adobe InDesign Creative Suite, Photoshop, and Illustrator.
- Extensive experience in the development of design solutions in corporate environments that embrace best-practice approaches across digital and print media, taking designs from concept through to finished product.
- Experience supporting and monitoring Content Management Systems

Essential requirements

- Qualification in graphic design or digital or equivalent experience
- Compliance with pre-employment probity screening is mandatory and a condition of engagement.

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	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> Keep up to date with relevant contemporary knowledge and practices Look for and take advantage of opportunities to learn new skills and develop strengths Show commitment to achieving challenging goals Examine and reflect on own performance Seek and respond positively to constructive feedback and guidance Demonstrate and maintain a high level of personal motivation 	Adept
 Relationships	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 Use contemporary communication channels to share information, engage and interact with diverse audiences 	Adept
 Results	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> 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

- 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



Project Management












Understand and apply effective planning, coordination and control methods

- Understand all components of the project management process, including the need to consider change management to realise business benefits
- Prepare clear project proposals and accurate estimates of required costs and resources
- Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements
- Identify and evaluate risks associated with the project and develop mitigation strategies
- Identify and consult stakeholders to inform the project strategy
- Communicate the project's objectives and its expected benefits
- Monitor the completion of project milestones against goals and take necessary action
- Evaluate progress and identify improvements to inform future projects

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.

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
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
 Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
 Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Foundational
 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
 Business Enablers	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
 Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate