Role Description
Content Officer

Cluster	Customer Service
Department/Agency	Department of Customer Service
Division/Branch/Unit	Customer, Delivery and Transformation / Brand, Digital & Communications / NSW Government Digital Channels
Location	Sydney CBD
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	561999
PCAT Code	1337292
Date of Approval	July 2019

Primary purpose of the role

Assists in the creation and delivery of targeted, engaging, relevant and effective NSW Government digital communications, products and services to customers.

Key accountabilities

- Research, curate, write and produce text and visual content for digital channels, including websites and email, in collaboration with the communications team and key stakeholders, ensuring it aligns with the content strategy and communications goals
- Review, edit and publish digital content submitted by subject matter experts, ensuring it is customer focused and consistent with the overall content strategy, style guide and digital best practice
- Publish media releases issued by the Premier
- Assist in the planning and executive of digital maintenance, including the content calendar
- Ensure digital content is optimised for search engine indexing, ranking, clickthrough's and conversions
- Ensure digital content is inclusive and applies best practice methodologies and industry recognised systems, processes and guidelines
- Assist in maintaining the integrity of the NSW Government's corporate brand and consistency across all communications activity
- Provide high level customer service to digital enquiries from stakeholders and customers

Key challenges

- Working with tight timeframes and under close scrutiny, dealing with conflicting priorities and competing stakeholder expectations
- Maintaining skills and knowledge of trends, emerging technologies and best practice to effectively assist in the communication of announcements and initiatives

Key relationships

Who	Why
Internal	
Manager, Content	• Escalate issues and receive guidance • Provide regular updates on projects, issues and priorities
Team and Branch	• Support team members and work collaboratively to contribute to achieving team outcomes.
External	
Stakeholders – subject matter experts	• Work collaboratively • Exchange information and respond to enquiries
Department and Ministerial Offices	• Respond to enquiries
NSW citizens	• Respond to enquiries received via Feedback Assist

Role dimensions

Decision making

This role has autonomy and makes decisions under their direct control as directed by their Team Leader/Manager and refers to the team Leader/Manager decisions that require significant change to outcomes or timeframes; are likely to escalate or require submission to a higher level of management. This role is accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

Reporting line

Manager, Content

Direct reports

This role has no direct reports

Budget/Expenditure

As per the Customer Service Delegations

Essential requirements

Nil

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

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

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 Act with Integrity	Foundational	• Behave in an honest, ethical and professional way • Take opportunities to clarify understanding of ethical behaviour requirements • Identify and follow legislation, rules, policies, guidelines and codes of conduct that apply to your role • Speak out against misconduct, illegal and inappropriate behaviour • Report apparent conflicts of interest

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NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
Relationships Communicate Effectively	Intermediate	• 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 Commit to Customer Service	Intermediate	• Support a culture of quality customer service in the organisation • Demonstrate a thorough knowledge of the services provided and relay to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Co-operate across work areas to improve outcomes for customers
Results Plan and Prioritise	Intermediate	• Understand the team/unit objectives and align operational activities accordingly Initiate, and develop team goals and plans and use feedback to inform future planning • Respond proactively to changing circumstances and adjust plans and schedules when necessary • Consider the implications of immediate and longer term organisational issues and how these might impact on the achievement of team/unit goals • Accommodate and respond with initiative to changing priorities and operating environments
Business Enablers Technology	Intermediate	• 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

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