

Role Description

Digital Production lead



Agency	NSW Electoral Commission
Division/Branch/Unit	Corporate/Communications
Role number	P00538
Classification/Grade/Band	Grade 9/10
ANZSCO Code	139999
PCAT Code	1119192
Date of Approval	26 November 2020
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 business unit is part of Corporate, and gives centralised advice and leadership on customer-focused communications and engagement strategy. The team includes experts in external and internal communications, marketing, media, brand, creative, digital, social and stakeholder engagement and drives these activities to support our corporate goals. We enable everyone across NSWEC to produce great communications that help our external stakeholders engage effectively with electoral and democratic processes.

Primary purpose of the role

The Digital production lead (Senior Digital Producer) manages production, monitors and maintains the NSWEC's websites and intranet to help deliver an engaging, accurate user-centred digital presence, and contributes to ongoing digital innovation in line with our communications and digital strategies.

Key accountabilities

- **Manage and oversee NSWEC digital assets and presence:** Oversee delivery of a user-centred NSWEC digital presence that is engaging, accurate, accessible and legally compliant. Co-ordinate content and navigation changes to meet time sensitive business requirements and in line with NSWEC's corporate, brand, communications and digital strategies. Ensure a consistent user experience through style sheets and templates and enhance navigation to support simple user journeys. Manage and use analytics to support ongoing improvements and ensure content is search optimised.
- **Manage digital content production:** Assisting with the creation and publication of online content (websites and Intranet) in line with business, audience and customer needs. Contribute to content planning and management, including generating creative solutions to communications requirements and advocating for the user experience. Ensure content is user friendly and search engine optimised.
- **Thought leadership and innovation:** Provide advice on digital innovation including strategic recommendations on a NSWEC's digital and web assets both external and internal. Collaborate with the Communications Team to maximise digital opportunities and impact, including new types of shareable tools and applications and investigate, initiate, trial and implement new functionality.
- **Champion the end user:** Monitor, analyse and interpret usage and trends to enhance user experience and build engagement. Collaborate with Communications Unit on improving communication of complex information including audio-visual, infographic and visualisation tools.
- **Workflow management:** Oversee workflows to ensure critical user and business needs are met within required timeframes, especially for time sensitive elections and regulatory issues, working within a matrixed project management environment.

Key challenges

- Delivering on day-to-day requirements (including during election periods) as a priority, while contributing to the strategic redevelopment and consolidation of multiple NSWEC websites.
- Ensuring accuracy and on time delivery of sensitive content, including through out-of-hours assistance where needed.
- Managing the needs of multiple stakeholders in a fast-paced professional environment
- Keeping up to date with digital trends and developments and recommending and implementing new applications and technologies to benefit NSWEC in a fast-moving, busy and sensitive environment.

Key relationships

Who	Why
Internal	
Digital Product Manager	<ul style="list-style-type: none">• Receive guidance and feedback on strategy, business issues and role performance• Provide advice and recommendations on issues, risks, priorities and results
Communications team	<ul style="list-style-type: none">• Collaborate to share knowledge and ensure alignment with communications plans, frameworks and practices.• Provide thought leadership on digital strategies and contribute to the delivery of integrated communications strategies for NSWEC.
Internal Stakeholders	<ul style="list-style-type: none">• Provide expert digital production advice and services to meet business requirements
Information Services teams	<ul style="list-style-type: none">• Work collaboratively with the Information Services Division teams to develop and implement applications, user interfaces and digital services to enhance user experience
External	
External Developers	<ul style="list-style-type: none">• Manage productive and collaborative relationships to ensure NSWEC's digital needs are met on time and within budget and add value to internal expertise
Professional networks and DPC Community of Practice	<ul style="list-style-type: none">• Keep across trends and digital best practice, share knowledge and identify opportunities for collaboration, to feed into improvements in NSWEC's digital presence

Role dimensions

Decision making

The Senior Digital Producer is responsible for decisions relating NSWEC's day-to-day workflow, client and user requirements and key accountabilities. They base decisions on established frameworks including corporate, communications, digital and IT strategies, their professional knowledge and legal and business requirements. They seek guidance from the Digital Product Manager and/or Director, Communications in relation to highly sensitive or complex issues or risks.

Reporting line

Digital Product Manager

Direct reports

Digital Communications officer
Additional project resources, as required

Budget/Expenditure

NA

Key knowledge and experience

Relevant tertiary qualifications or equivalent professional experience.

Experience working in a digital environment at a time of significant change, including familiarity with Agile methodology

Experience managing competing stakeholder and business needs and requirements for high levels of accuracy and timeliness.

Experience working across a range of content management systems and web-based applications.

Demonstrated understanding of, and fluency in, web analytical tools, social media marketing applications and monitoring platforms.

Essential requirements

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

Satisfactory criminal record 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.

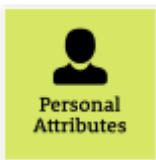
The capabilities are separated into **focus capabilities** and **complementary capabilities**.

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
	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none">• 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• Raise and work through challenging issues and seek alternatives• Remain composed and calm under pressure and in challenging situations	Adept
	Communicate Effectively	<ul style="list-style-type: none">• Tailor communication to diverse audiences	Adept



Communicate clearly, actively listen to others, and respond with understanding and respect

- 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

Influence and Negotiate

Adept

Gain consensus and commitment from others, and resolve issues and conflicts

- 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 diverse perspectives and the need for compromise in negotiating mutually agreed outcomes
- Influence others with a fair and considered approach and sound arguments
- Show sensitivity and understanding in resolving conflicts and differences
- Manage challenging relationships with internal and external stakeholders
- Anticipate and minimise conflict



Deliver Results

Adept

Achieve results through the efficient use of resources and a commitment to quality outcomes

- Use own and others' expertise to achieve intended 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

Think and Solve Problems

Adept

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



Technology

Understand and use available technologies to maximise efficiencies and effectiveness

- Champion the use of innovative technologies in the workplace **Advanced**
- Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies
- Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes
- Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes
- Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies



Manage and Develop People

Engage and motivate staff, and develop capability and potential in others

- Collaborate to set clear performance standards and deadlines in line with established performance development frameworks **Intermediate**
- Look for ways to develop team capability and recognise and develop individual potential
- Be constructive and build on strengths by giving timely and actionable feedback
- Identify and act on opportunities to provide coaching and mentoring
- Recognise performance issues that need to be addressed and work towards resolving issues
- Effectively support and manage team members who are working flexibly and in various locations
- Create a safe environment where team members' diverse backgrounds and cultures are considered and respected
- Consider feedback on own management style and reflect on potential areas to improve

Manage Reform and Change

Support, promote and champion change, and assist others to engage with change

- Promote change processes and communicate change initiatives across the team or unit
- Accommodate changing priorities and respond flexibly to uncertainty and ambiguity






Intermediate

- Support others in managing uncertainty and change

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
 Results	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	Adept
	Project Management	Understand and apply effective planning, coordination and control methods	Adept
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Intermediate