Role Description
Copywriter

Cluster	Department of Premier and Cabinet
Agency	Department of Premier and Cabinet
Division/Branch/Unit	Transformation Group / Partnerships and Engagement
Role number	29207
Classification/Grade/Band	Grade 7/8
ANZSCO Code	232411
PCAT Code	2229192
Date of Approval	August 2017
Agency Website	www.dpc.nsw.gov.au

Agency overview

The NSW Department of Premier and Cabinet (DPC) is the lead central agency in the NSW Government.

We support the Premier and the Special Minister of State, the Cabinet, Ministers and agencies by coordinating policies and services across government. We lead policy development, provide innovative ideas and support Government plans and projects.

Working with us will give you a broad overview in areas such as public policy formulation, public administration and state administrative matters and an opportunity to be involved in a range of state-wide policies, issues and projects.

For more information go to http://www.dpc.nsw.gov.au/about/about_the_department.

Primary purpose of the role

The Copywriter is responsible for the creation, editing and proofing of copy across multimedia and print channels to support the office of the Premier, Special Minister of State, DPC and the NSW Government's announcements and programs to achieve targeted, engaging, relevant and effective communications.

Key accountabilities

- Collaborate with designers and videographer to create highly engaging communications materials across multimedia platforms and print
- Research, coordinate and write copy in line with project communication strategies and objectives
- Edit and proof read materials to ensure the Government's communication is clear, concise and accurate
- Identify new content trends and the best use of infographics, dynamic designs, online tools and other resources to ensure delivery of content is best practice
- Prepare speeches on behalf of client groups so they can execute the successful delivery of a speech and associated messaging which is engaging, factual, informative and can be tailored to suit varying and targeted audiences.
- Maintain strong relationships with key stakeholders to achieve better understanding of content and enhance engagement and credibility in delivery of essential government information;

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- Maintain the integrity of the NSW Government's corporate brand to ensure consistency across all content.

Key challenges

- Maintain current knowledge of the government agenda in an environment which is subject to rapid change and development.
- Working within tight timeframes and under close scrutiny whilst balancing departmental role and responsibility when delivering essential government information.

Key relationships

Who	Why
Internal	
Associate Director, Creative Services	• Escalate issues, keep informed, advise and receive instructions
Senior Copywriter	• Agree messaging, approach and prioritisation of workload
Partnerships & Engagement Branch & DPC Groups	• Foster alignment and collaboration within the Branch and DPC Groups
External	
Key stakeholders including Premier, Special Minister of State, Ministerial offices and government agencies.	• Provide subject matter expertise on content strategy • Maintain effective working relationships and open channels of communication to facilitate liaison, consultation and engagement.

Role dimensions

Decision making

This role:

- Submits reports, storyboards and analyses briefings and other forms of written advice in final form with some input required from the Senior Copywriter;
- Refers to the Associate Director, Creative Services on decisions that require significant change to project outcomes or timeframes; are likely to escalate or create substantial or contentious precedent; require a higher administrative or financial delegation, or submission to a higher level of management.

Reporting line

This role reports to the Associate Director, Creative Services.

Essential requirements

- Experience in the creation and delivery of ideas, messaging and copy across digital and printed media channels.

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**.

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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.

Capability group/sets	Capability name	Behavioural indicators	Level
FOCUS CAPABILITIES			
Personal Attributes	**Act with Integrity** Be ethical and professional, and uphold and promote the public sector values	• 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
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• 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	• 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

	Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	• Be proactive in taking responsibility and being accountable for own actions • Understand delegations and act within authority levels • Identify and follow safe work practices, and be vigilant about own and others' application of these practices • Be aware of risks and act on or escalate risks, as appropriate • Use financial and other resources responsibly	Intermediate
Business Enablers	**Technology** Understand and use available technologies to maximise efficiencies and effectiveness	• 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
	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
	Project Management	Understand and apply effective planning, coordination and control methods	Intermediate

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