

# Role Description

## Digital Specialist

Role Description Fields	Details
Cluster	Education
Department/Agency	TAFE NSW
Division/Branch/Unit	Shared Services Group
Position Description no	10540-01
Classification/Grade/Band	TAFE Worker Level 8
Senior executive work level standards	Not Applicable
ANZSCO Code	225113
PCAT Code	1111492
Date of Approval	June 2022
Agency Website	<a href="http://www.tafensw.edu.au">www.tafensw.edu.au</a>

### Agency overview

TAFE NSW's purpose is to skill the workforce of the future. It is Australia's leading provider of vocational education and training with over 500,000 annual enrolments and a proud history for setting the benchmark for quality service. As the NSW public provider, it supports the NSW Government's priority to grow skills for the economy and jobs of tomorrow. Critically, TAFE NSW plays a vital role in providing vocational education in rural and regional NSW, and job training pathways for the most vulnerable in the community.

TAFE NSW offers the best of campus-based delivery as well as flexible, online and work-based learning. The TAFE NSW values of Customer First, Collaboration, Integrity and Excellence guide our team in strengthening communities, delivering world-class training for our students and producing job ready graduates for employers. The operating environment for TAFE NSW is dynamic as we leverage our scale, expertise, passion and reputation to meet the rapidly changing VET landscape.

TAFE NSW is committed to its students and customers and the role it plays in changing lives and opening up opportunities through learning.

### Primary purpose of the role

This position is responsible for leading the implementation of TAFE NSW digital strategies/plans to achieve enrolment targets, brand awareness and overall TAFE NSW business objectives with a particular remit to support hyperlocal plans across TAFE NSW regions and TAFE Digital.

## Key accountabilities

1. Support the development of digital marketing tactics and plans by sound application of media strategies and best practices in digital media, digital display, paid search, search engine optimisation, paid social as well as organic social media among other channels.
2. Support targeted campaigns to raise awareness and preference for TAFE NSW Semester and Short Course programs that will help achieve student enrolment targets including the development, production, dispatch and reporting of performance on those plans through use of Google Analytics as well as other reporting tools.
3. Working in partnership with agencies and regions, support the overall network, rationalisation and elevation of social media assets that TAFE NSW has available with relevant content planning, content creation, content copy and reporting, performing content stocktaking, scheduling, testing, tracking and optimisations as required.
4. Support effective internal stakeholder consultations to identified key groups through relevant meetings/forums and leverage appropriate tools/templates to respond to the needs of all regions including regular connection with TAFE NSW Service Coordinators (TSCs).
5. Support comprehensive analysis and reporting on all campaigns to capture learnings for future implementation as well as develop customer and market insights to generate relevant, meaningful, and differentiated campaigns.
6. Support and coordinate cross-functional project teams and stakeholder groups as required including partnerships with teaching sections and regions to ensure key programs/initiatives are understood.
7. Communicate effectively with the senior management team, government agencies and partnering organisations to update, liaise and collaborate on campaign development and implementation matters.
8. Guide, coordinate and support campaign strategies and components to meet defined objectives, ensuring successful execution (on time and on budget) of all activities.
9. As a member of the broader Market Group team, contribute to and perform a range of role related activities as required to support achievement of team, group and TAFE NSW objectives.
10. Reflect TAFE NSW's values in the way you work and abide by policies and procedures to ensure a safe, healthy and inclusive work environment.
11. Place the customer at the centre of all decision making.
12. Work with the Line Manager to develop meaningful performance development and review plans.

## Key challenges

- Supporting multiple stakeholders (senior leaders, regional teams and internal teams) to deliver a cohesive marketing plan that delivers the enrolment targets.
- Acting quickly on changing priorities to deliver outcomes applying a high level of emotional agility and maturity to cope with significant changes from both internal and external sources
- Achieving aggressive targets in a period of change and market uncertainty.
- Applying commercial acumen to Marketing, Brand Experiences strategies and tactical operations as TAFE NSW transitions from a government educational institution to a highly effective commercial educational provider for NSW.

## Key relationships

### Internal

Who	Why
Line manager	<ul style="list-style-type: none"><li>• Receive leadership, advice and support.</li><li>• Keep informed and provide updates on work status and projects.</li><li>• Alert to issues, seek guidance on more complex matters, and propose options and resolutions.</li></ul>
Other Marketing Specialists and Coordinators	<ul style="list-style-type: none"><li>• Work collaboratively on projects and campaigns.</li><li>• Gain support of key team members to assist consultation on key projects.</li><li>• Collaborate on initiatives to enhance/ protect TAFE NSW brand.</li></ul>
Product/ Student Experience leads, representatives and specialists	<ul style="list-style-type: none"><li>• Collaborate on support for campaigns, marketing strategies and collateral.</li><li>• Liaise on digital and social media assets to rationalise and improve content.</li><li>• Consult to gain feedback on digital strategies and optimisations.</li></ul>

### External

Who	Why
Agencies, corporate and industry partners	<ul style="list-style-type: none"><li>• Engage to collaborate with TAFE NSW for development and execution of digital media strategies and content.</li></ul>

## Role dimensions

### Decision making

- Make decisions on complex and sensitive issues that have a high level of impact on the immediate work area and the potential to impact more broadly on agency operations and externally.
- Matters requiring a higher level of approval are referred to the Reporting Line Manager.

### Reporting line

Marketing Manager – Performance Media

### Direct reports

Nil

### Budget/Expenditure

TBA

## Essential requirements

1. A valid Working with Children Check (required prior to commencement).
2. Degree in relevant discipline or equivalent skills, knowledge and experience.
3. Experience developing and implementing digital media marketing strategies and content to achieve specific targets.
4. Experience engaging, coordinating and working collaboratively with stakeholders to improve and optimise digital and social media results.

## 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

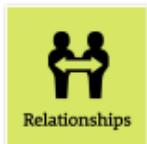
### Focus capabilities

*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
	<b>Manage Self</b> Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"><li>• Keep up to date with relevant contemporary knowledge and practices</li><li>• Look for and take advantage of opportunities to learn new skills and develop strengths</li><li>• Show commitment to achieving challenging goals</li><li>• Examine and reflect on own performance</li><li>• Seek and respond positively to constructive feedback and guidance</li><li>• Demonstrate and maintain a high level of personal motivation</li></ul>	Adept
	<b>Communicate Effectively</b> Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"><li>• Tailor communication to diverse audiences</li><li>• Clearly explain complex concepts and arguments to individuals and groups</li><li>• Create opportunities for others to be heard, listen attentively and encourage them to express their views</li><li>• Share information across teams and units to enable informed decision making</li><li>• Write fluently in plain English and in a range of styles and formats</li><li>• Use contemporary communication channels to share information, engage and interact with diverse audiences</li></ul>	Adept

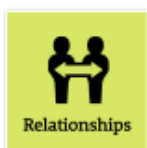


### **Commit to Customer Service**

Provide customer-focused services in line with public sector and organisational objectives

- Take responsibility for delivering high-quality customer-focused services
- Design processes and policies based on the customer's point of view and needs
- Understand and measure what is important to customers
- Use data and information to monitor and improve customer service delivery
- Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers
- Maintain relationships with key customers in area of expertise
- Connect and collaborate with relevant customers within the community

Adept

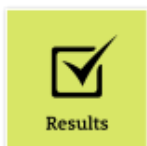


### **Work Collaboratively**

Collaborate with others and value their contribution

- Encourage a culture that recognises the value of collaboration
- Build cooperation and overcome barriers to information sharing and communication across teams and units
- Share lessons learned across teams and units
- Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work
- Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services

Adept

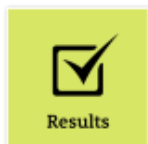


### **Deliver Results**

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

- Seek and apply specialist advice when required
- Complete work tasks within set budgets, timeframes and standards
- Take the initiative to progress and deliver own work and that of the team or unit
- Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals
- Identify any barriers to achieving results and resolve these where possible
- Proactively change or adjust plans when needed

Intermediate

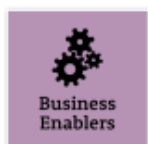


### Plan and Prioritise

Plan to achieve priority outcomes and respond flexibly to changing circumstances

- Understand the team and 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 affect the achievement of team and unit goals
- Accommodate and respond with initiative to changing priorities and operating environments

Intermediate



### Technology

Understand and use available technologies to maximise efficiencies and effectiveness






- Identify opportunities to use a broad range of technologies to collaborate
- Monitor compliance with cyber security and the use of technology policies
- Identify ways to maximise the value of available technology to achieve business strategies and outcomes
- Monitor compliance with the organisation's records, information and knowledge management requirements





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
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate

	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
	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