

Role Description

Copywriter

Cluster	Education
Agency	NSW Education Standards Authority
Division/Branch/Unit	Curriculum Reform
Role number	TBC
Classification/Grade/Band	Clerk 5/6
Senior executive work level standards	Not Applicable
ANZSCO Code	212441
PCAT Code	1119192
Date of Approval	February 2024
Agency Website	https://educationstandards.nsw.edu.au/wps/portal/nesa/home

Agency overview

At the NSW Education Standards Authority (NESA) we work with the NSW community to drive improvements in student achievement.

We achieve this by supporting all school sectors with high-quality syllabuses, assessment (including managing the HSC and NAPLAN), teaching standards (e.g., accrediting teachers) and school environments (including setting and monitoring school standards).

To find out more about the important work we do for NSW visit our website.

Primary purpose of the role

The Copywriter works closely with subject matter experts to create syllabus, learning and assessment content in line with Web Content Accessibility Guidelines.

Key accountabilities

- Writing and editing content in Plain English.
- Strong attention to detail.
- Working collaboratively with Subject Matter Experts to turn complex information into easy to understand, web ready content.
- Proactively develop and maintain strong relationships with internal stakeholders across the business.
- Ensures that content is optimised for search engines, including robust data tagging.
- Support the development and maintenance of support documentation including procedures, style guides and templates.
- Provide quality assurance support for online syllabus and support materials in line with established style guides and templates.

Key challenges

- Resolve issues to deliver online syllabuses and support materials within the syllabus content management systems and publication processes. Communicate, work effectively and collaborate with internal stakeholders to progress curriculum projects.
- Manage competing timelines, priorities and expectations in an intensive work environment.

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none">• Escalate issues, make suggestions and provide updates
Direct Reports	<ul style="list-style-type: none">• Guide and manage performance Facilitate meetings to obtain working group perspective and share information
Clients/customers	<ul style="list-style-type: none">• Manage expectations and provide services

Role dimensions

Decision making

Decisions are made in accordance with the NESA and/or Directorate documented policies and procedures.

Reporting line

The Copywriter reports to the Team Leader, Copywriter.

Direct reports

There are up to 5 direct reports.

Budget/Expenditure

Key knowledge and experience

- Excellent writing skills
- Proven experience writing micro copy, long form content and instructional content for digital channels, preferably in an education context.
- Ability to demonstrate knowledge and application of Web Content Accessibility Guidelines.
- Ability to demonstrate application of SEO.
- Experience using content management systems (CMS).

Essential requirements

Understanding of HTML/CSS

Plain English training or evidence of equivalent experience

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**.

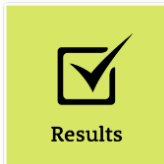


Focus capabilities

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"> Adapt existing skills to new situations Show commitment to achieving work goals Show awareness of own strengths and areas for growth, and develop and apply new skills Seek feedback from colleagues and stakeholders Stay motivated when tasks become difficult 	Intermediate
	 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	Adept
	Work Collaboratively Collaborate with others and value their contribution	<ul style="list-style-type: none"> Build a supportive and cooperative team environment Share information and learning across teams Acknowledge outcomes that were achieved by effective collaboration Engage other teams and units to share information and jointly solve issues and problems 	Intermediate






FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> Support others in challenging situations Use collaboration tools, including digital technologies, to work with others 	
	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> 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
	Project Management Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> Perform basic research and analysis to inform and support the achievement of project deliverables Contribute to developing project documentation and resource estimates Contribute to reviews of progress, outcomes and future improvements Identify and escalate possible variances from project plans 	Intermediate
	Manage and Develop People Engage and motivate staff, and develop capability and potential in others	<ul style="list-style-type: none"> Clarify the work required, and the expected behaviours and outputs Clearly communicate team members' roles and responsibilities Contribute to developing team capability and recognise potential in people Recognise good performance, and give support and regular constructive feedback linked to development needs Identify appropriate learning opportunities for team members Create opportunities for all team members to contribute Act as a role model for inclusive behaviours and practices Recognise performance issues that need to be addressed and seek appropriate advice 	Foundational

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	Foundational
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Foundational
	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
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Foundational
	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	Foundational
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Foundational
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Foundational
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Foundational