Role Description
Senior Social Media & Digital Advisor

Cluster	Regional NSW
Agency	Department of Regional New South Wales
Group/Division/Branch	Office of the Secretary
Location	TBC
Classification/Grade/Band	Clerk Grade 9 / 10
Role Family	Standard / Communication and Engagement / Lead
ANZSCO Code	131113
PCAT Code	1211492
Date of Approval	May 2022
Agency Website	www.nsw.gov.au/regional-nsw

Agency overview

The Department of Regional NSW was formed in 2020 as a central agency for regional issues. The Department is responsible for building resilient regional economies and communities, strengthening primary industries, managing the use of regional land, overseeing the state's mineral and mining resources and ensuring government investment in regional NSW is fair and delivers positive outcomes for local communities and businesses.

Primary purpose of the role

Lead the strategic and creative direction for paid digital campaigns across the Department's social media platforms and websites.

Key accountabilities

- In close consultation with other teams within Communication & Engagement, develop and implement the social media and digital paid campaign strategies for the Division/Department ensuring it aligns with the Department's brands and sub-brands, and effectively promotes its objectives and programs.
- End-to-end project management and creation of content assets: social media and website content, briefing of designer and videographers.
- Work closely with teams within the Division, particularly the media/communications and Regional Programs staff, to develop social media strategies, campaigns and content, building on research, community and industry insights and brand goals to effectively position the Department and engage and influence audiences.
- Undertake market analysis by capturing and analysing the appropriate social media data/metrics, insights and best practices, and then tailoring actions to promote the Division/Department.
- Lead the implementation of Search Engine Optimisation (SEO) activities, acting as a search subject matter expert, integrating communication strategies into social media platforms, video, discussion boards, blogs and other user-generated content channels

- Define content strategy, communication style and target market segments, using SEO strategies to develop and target effective social media content.

Key challenges

- Delivering tasks within tight timeframes, within an environment of financial and political sensitivities and constraints, and competing stakeholder priorities.
- Maintaining current knowledge of the social media and digital best practice, government agenda, community interests and opportunities and risks in an environment that is subject to rapid change and development.

Key relationships

Who	Why
Internal	
Manager Digital and Design	- Provide subject matter expertise, regular reporting and analysis on social and digital strategy - Keep informed of day-to-day activities, escalate issues and receive direction - Work together on content planning and calendars, content development and approvals
Director, Regional Communications & Engagement	- Provide subject matter expertise, regular reporting and analysis on social and digital strategy - Escalate issues and receive direction
Manager Communications Regional NSW	- Provide subject matter expertise, regular reporting and analysis on social and digital strategy - Work together on content planning and calendars, content development and approvals - Keep informed of day-to-day activities, escalate issues and receive direction
Regional NSW	- Provide subject matter expertise and advice - Work with subject matter experts to identify social content, ensure consistent messaging and accuracy, and seek approvals
Communications & Engagement Group	- Work with the digital team to develop consistent messaging; optimise channel strategy, community management and cross promotion; and maintain accessibility and best practice - Work with the creative services team to develop creative digital and social content that engages audiences, reflects branding guidelines and meets accessibility best practice - Collaborate and share information
External	
Key stakeholders including government agencies, the Deputy Premier's Office and local councils	- Provide subject matter expertise on social and digital strategy - Maintain effective working relationships and open channels of communication to facilitate liaison, consultation and engagement

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- Establish and implement effective information-sharing and cross promotion
- Support development of creative social and digital content

Role dimensions

Decision making

- Exercises judgment and discretion in managing social media communications, prioritising and managing urgent issues
- Providing advice to Division on significant day-to-day decisions related to social media and issues management
- Refers to Director those decisions that involves potential risk to the Department or which require a higher delegation or approval

Reporting line

Manager, Digital and Design

Direct reports

TBA

Budget/Expenditure

TBA

Key knowledge and experience

- Experienced in developing social media campaigns, including experience with campaign management tools and processes, Search Engine Optimisation (SEO), Google analytics and marketing tools.

Essential requirements

- Tertiary qualifications in social media, marketing or similar and/or equivalent experience
- *Evidence of the COVID-19 vaccination must be provided upon commencement of employment. This is a condition of engagement should you be successfully appointed to a position within the Department of Regional NSW (which includes Local Land Services and the Soil Conservation Service).*

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.
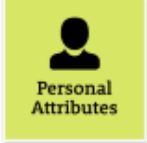
The capabilities are separated into focus capabilities and complementary capabilities

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

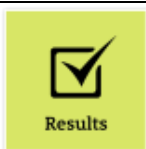| Capability group/sets	Capability name	Behavioural indicators	Level
Personal Attributes	**Act with Integrity** Be ethical and professional, and uphold and promote the public sector values	• Represent the organisation in an honest, ethical and professional way and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Ensure that others are aware of and understand the legislation and policy framework within which they operate • Act to prevent and report misconduct and illegal and inappropriate behaviour	Adept
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes • Write fluently and persuasively in plain English and in a range of styles and formats	Advanced
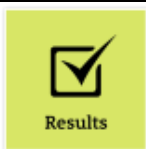
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Results	**Deliver Results** Achieve results through the efficient use of resources and a commitment to quality outcomes	• Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff 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
Results	**Think and Solve Problems** 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	Adept

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	Project Management Understand and apply effective planning, coordination and control methods	• Understand all components of the project management process, including the need to consider change management to realise business benefits • Prepare clear project proposals and accurate estimates of required costs and resources • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Identify and evaluate risks associated with the project and develop mitigation strategies • Identify and consult stakeholders to inform the project strategy • Communicate the project's objectives and its expected benefits • Monitor the completion of project milestones against goals and take necessary action • Evaluate progress and identify improvements to inform future projects	Adept
	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 • 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	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.

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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
Personal Attributes	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Adept
Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
Relationships	Work Collaboratively	Collaborate with others and value their contribution	Adept
Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
Results	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
Business Enablers	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
People Management	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Adept
People Management	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Intermediate