

Role Description

Associate Director, Creative and Copy Services

Cluster	Department of Premier and Cabinet
Department/Agency	Department of Premier and Cabinet
Division/Branch/Unit	Transformation Group / Partnerships and Engagement Branch
Location	Sydney CBD
Classification/Grade/Band	Clerk Grade 11/12
Kind of Employment	Temporary
ANZSCO Code	225111
Role Number	34606
PCAT Code	1331491
Date of Approval	July 2018
Agency Website	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

Responsible for managing and developing high quality and innovative communications materials for the Department of Premier and Cabinet and the NSW Government, from initial briefing to final delivery to drive targeted, engaging, relevant and effective communications.

Key accountabilities

- Provide strategic advice and prepare design, copy and production briefs in conjunction with DPC teams to drive best practice in government communications.
- Lead and nurture a creative culture within the design, copy and videography team to develop highly engaging content across multimedia channels, including online, print, events, presentations and general collateral.
- Oversee production of high quality materials from concept to delivery to ensure the Government's communication is clear, concise and accurate. Developing, editing and proofing copy as required.
- Ensure all communication materials are accurate, address the brief and are approved in accordance with the appropriate delegations to ensure highly effective and quality outcomes.

- Develop and maintain strong relationships with key stakeholders to achieve a better understanding of content and enhance delivery of essential government information.
- Research, understand and adopt new technologies for the purpose of meeting changing user expectations, achieving project deadlines and milestones.
- Oversee efficient workflow systems and production processes, to ensure quality control, adherence to internal approval processes and timely delivery of projects.

Key challenges

- Managing the creative team and working on multiple projects, achieving project deadlines and milestones within agreed timeframes and performance standards.

Key relationships

Who	Why
Internal	
Directors and Managers	<ul style="list-style-type: none"> • Provide expert advice, guidance and support on communications issues and related issues
Communications Team, Events Team, Premier's Protocol Unit, Office of the Secretary	<ul style="list-style-type: none"> • Foster alignment and collaboration within the Branch and Groups
Direct Reports	<ul style="list-style-type: none"> • Provide leadership, support, direction and manage performance
External	
Key stakeholders, including Ministerial offices, government agencies, industry, suppliers.	<ul style="list-style-type: none"> • Provide subject matter expertise on best practice communications • Develop and maintain effective working relationships and open channels of communication to facilitate liaison, consultation and engagement • Deliver on government initiatives and supplier performance

Role dimensions

Decision making

- Has a high level of autonomy and is fully accountable for the delivery of work assignments and projects on time, within budget and to expectations in terms of quality, deliverables and outcomes.
- Plans, leads and organises the work of the team to achieve agreed business objectives and performance criteria, within approved work and project plans.
- Submits reports, analyses, briefings and other forms of written advice in final form with minimal input required from the Director.

Reporting line

The Associate Director, Creative and Copy Services reports to the Director, Communications.

Direct reports

Depending on the nature of the project assigned, this role will have at least five direct reports.

Budget/Expenditure

Financial Delegation: Expenditure limit \$50,000

Administrative Delegation: Category D

Essential requirements






- Significant experience in design programs such as Adobe InDesign Creative Suite, Illustrator, Photoshop, Acrobat.
- Demonstrated experience across multimedia channels, including online, print, events, presentations and general collateral material.

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Adept
	Manage Self	Advanced
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Advanced
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
 Results	Deliver Results	Advanced
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Adept
	Manage Reform and Change	Adept

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Adept	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Demonstrate professionalism to support a culture of integrity within the team/unit • Set an example for others to follow and identify and explain ethical issues • Ensure that others understand the legislation and policy framework within which they operate • Act to prevent and report misconduct, illegal and inappropriate behaviour
Personal Attributes Manage Self	Advanced	<ul style="list-style-type: none"> • Act as a professional role model for colleagues, set high personal goals and take pride in their achievement • Actively seek, reflect and act on feedback on own performance • Translate negative feedback into an opportunity to improve • Maintain a high level of personal motivation • Take the initiative and act in a decisive way
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> • Present with credibility, engage varied audiences and test levels of understanding • Translate technical and complex information concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Actively listen and encourage others to contribute inputs • Adjust style and approach to optimise outcomes • Write fluently and persuasively in a range of styles and formats
Relationships Influence and Negotiate	Adept	<ul style="list-style-type: none"> • 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 and explain the need for compromise • Influence others with a fair and considered approach and sound arguments • Show sensitivity and understanding in resolving conflicts and differences

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Manage challenging relations with internal and external stakeholders • Pre-empt and minimise conflict
Results Deliver Results	Advanced	<ul style="list-style-type: none"> • Drive a culture of achievement and acknowledge input of others • Investigate and create opportunities to enhance the achievement of organisational objectives • Make sure others understand that on-time and on-budget results are required and how overall success is defined • Control output of business unit to ensure government outcomes are achieved within budget • Progress organisational priorities and ensure effective acquisition and use of resources • Seek and apply the expertise of key individuals to achieve organisational outcomes
Results Plan and Prioritise	Adept	<ul style="list-style-type: none"> • Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team/unit goals, strategies and plans • Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate achievements and adjust future plans accordingly
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Prepare clear project proposals and define scope and goals in measurable terms • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Prepare accurate estimates of costs and resources required for more complex projects • Communicate the project strategy and its expected benefits to others • Monitor the completion of project milestones against goals and initiate amendments where necessary • Evaluate progress and identify improvements to inform future projects
People Management Manage and Develop People	Adept	<ul style="list-style-type: none"> • Define and clearly communicate roles and responsibilities to achieve team/unit outcome • Negotiate clear performance standards and monitor progress

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none">• Develop team/unit plans that take into account team capability, strengths and opportunities for development• Provide regular constructive feedback to build on strengths and achieve results• Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way• Monitor and report on performance of team in line with established performance development frameworks