

# Role Description

## Digital Media Officer



Cluster	Stronger Communities
Agency	NSW Police Force
Command/Business Unit	People & Capability Command, Police Recruitment Branch
Location	Sydney Olympic Park
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	232414
PCAT Code	1121492
NSWPF Role Number	RD 1043
Date of Approval	24/07/2024
Agency Website	<a href="http://www.police.nsw.gov.au">www.police.nsw.gov.au</a>

### Agency overview

The NSW Police Force (NSWPF) vision is for *A Safer New South Wales*, which is achieved by police working with the community to reduce violence, crime and fear.

It is one of the largest police forces in the western world, with more than 20,000 NSW Police Force employees, including more than 18,000 police officers providing a range of law and order services 24 hours a day, seven days a week to the socially, geographically and culturally diverse community of NSW.

The organisation has four function lines, based across a number of locations. Metropolitan Field Operations and Regional NSW Field Operations provide frontline services directly to the community. Investigations & Counter Terrorism provides investigative, technical and counter terrorism expertise. Corporate Services, provides business support services such as technology and communication, education and training and corporate human resources functions.

We are a proud employer of a diverse range of people that reflects the community of NSW, all who are committed to building a workplace that creates a sense of belonging and inclusion for all. The work is challenging and rewarding, and our employees meet and work alongside inspirational people sharing unique experiences and perspectives, all whilst making a difference to people's lives. From frontline policing to corporate careers, roles requiring specialist expertise and leadership roles, there are over 60 different career pathways to choose from and there are jobs for all capabilities, skills, goals, and interests.

The NSWPF serves our people and the community by modelling behaviours of respect, pride and trust in all that we do. The NSWPF *Statement of Values* and *Code of Conduct & Ethics* outlines appropriate behaviour for all NSW Police Force staff. All employees of NSWPF are expected to ensure ethics are incorporated into all aspects of their work making ethical behaviour, practices and decision making a part of daily routine. This further extends to ensuring confidentiality and information security is maintained at all times.

Work, Health and Safety legislation requires all employees to have specific responsibilities. This role is responsible for following all NSWPF health and safety policies, and taking all reasonable care that their actions or omissions do not impact on the health and safety of others.

## **Primary purpose of the role**

The role provides specialist, high quality support to the Team Leader, Recruitment Marketing Team, assisting with the management of online content and communication via the NSW Police Force Recruitment Branch internet, social media and intranet sites. The position provides technical management of the NSW Police Force Recruitment Branch internet presence, which requires constant monitoring and updates daily. Additionally, the position will take direction from the Team Leader, Coordinator or Manager on special projects such as intranet design, social networking interaction and streaming media updates.

## **Key accountabilities**

- Utilise digital / social media resources to maximise opportunities to increase public confidence in the NSWPF and promote the good work of the Police Recruitment Branch, making the organisation an employer of choice
- Develop compelling social media content, with a sound working knowledge of social media platforms to engage and influence audiences by adapting breaking news and popular culture trends into interesting and relevant police recruitment messaging.
- Monitor and maintain up-to-date information on the NSWPF internet site and social media networks (Facebook, X, YouTube, Instagram etc) to ensure relevant information is conveyed to the public
- Provide support to the Team Leader through the application of specialist technical knowledge in website design and online communication to better communicate the NSWPF recruitment messages and attract more suitable applicants
- Provide specialist support to online NSWPF Recruitment campaign and advertising via creative content curation and support, including planning, execution, and analytics in consultation with the Public Affairs Branch
- Quality control to ensure published content and imagery is consistent with corporate policies
- Field enquiries from both internal and external persons relating to intranet and internet content to ensure messaging is consistent and updated continuously in line with the Strategic Direction of the NSWPF
- Link with other Command staff, Public Affairs Branch, Police Area Commands / Police Districts and Specialist Units on special projects to provide technical expertise which will enhance online communication channels and media projects, ensuring a uniform look for all online content across the NSWPF.

## **Key challenges**

- Consistently ensure proper approval procedures and policies are followed during the upload of information to NSWPF Recruitment intranet and publicly available social media sites.
- Maintain knowledge and keep abreast of technology to mitigate and troubleshoot issues relating to the dynamic workings of the police recruitment internet presence quickly and effectively on the on a daily
- Ensure the police recruitment online presence remains innovative, dynamic, and up to date while maintaining the highest levels of accuracy.

## Key relationships

Who	Why
<b>Internal*</b>	
Commander / Manager / Coordinator / Team Leader	<ul style="list-style-type: none"> <li>• Receive direction and instruction</li> <li>• Provide information and seek feedback</li> <li>• Identify emerging issues/risks and their implications and propose solutions, seeking direction to implement proposed resolution</li> <li>• Seek direction, advice, support and report on progress of current social media issues and allocated projects/portfolios</li> </ul>
Public Affairs Branch and Police Recruitment Branch Colleagues	<ul style="list-style-type: none"> <li>• Provide advice and status of current and emerging social media issues</li> <li>• Assist with workload and competing priorities across the team</li> <li>• Provide effective and valuable two-way liaison</li> <li>• Maintain accountability for allocated tasks</li> </ul>
NSWPF Commands	<ul style="list-style-type: none"> <li>• Provision of timely and accurate advice following requests for assistance</li> <li>• Develop and maintain effective working relationships</li> <li>• Social media consultancy through information exchange</li> </ul>
<b>External</b>	
Other Government Agencies, social media organisations	<ul style="list-style-type: none"> <li>• Develop constructive relationships, information exchange, liaise on issues and responses</li> </ul>

## Role dimensions

### Decision making

The main purpose of the role is to provide support to the Team Leader. As such, much of the high level decision making will be deferred to that position. The role will have the responsibility for making decisions based on immediate website design, social media and technical issues as well as representing the Team Leader and the Command on cross functional project teams. This representation will require a low level of decision-making skills appropriate for immediate situations.

### Reporting line

- Commander, Recruitment, Transfers & Appointments – Superintendent
- Manager, Police Recruitment Branch – Inspector
- Coordinator, Police Recruitment Branch – Senior Sergeant
- Team Leader, Recruitment Marketing Team – Sergeant

### Direct reports

- Nil

### Budget/Expenditure

- Nil

## Key knowledge and experience

- Ability to be innovative utilising social media to promote NSWPF as an employer of choice by contemporary and engaging use of online publishing, editing and design from previous workplace experience
- Broad knowledge of computer software packages relating to online publishing, design, media, audio-visual production, and desktop packages as well as a knowledge of internet infrastructure
- Familiarity with the role of online communication within an overall communication and branding strategy.

## Essential requirements

- Recognised qualifications (TAFE level at minimum) in communications, marketing or digital media or two years equivalent work experience
- Obtain and maintain the requisite security clearances for this position
- Ability to present to an audience, whether gained through PETE online learning or additional qualifications.
- Willingness and ability to travel as required.
- Current Drivers' License and clear driving record (for at least the last 6 months)

## 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.





### Complementary capabilities

*Complementary capabilities* are also identified from the Capability Framework. They are important to identifying performance required for the role and development opportunities.



The complimentary capabilities for this role are shown on the following pages with an explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

## Capabilities Summary



The focus capabilities in all tables below (including Occupation Specific/SFIA) are in **bold**.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal Attributes	Display Resilience and Courage	Foundational
	<b>Act with Integrity</b>	<b>Intermediate</b>
	Manage Self	Intermediate
	Value Diversity and Inclusion	Foundational
 Relationships	<b>Communicate Effectively</b>	<b>Adept</b>
	Commit to Customer Service	Intermediate
	<b>Work Collaboratively</b>	<b>Intermediate</b>
	Influence and Negotiate	Foundational
 Results	Deliver Results	Intermediate
	<b>Plan and Prioritise</b>	<b>Adept</b>
	<b>Think and Solve Problems</b>	<b>Intermediate</b>
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	<b>Project Management</b>	<b>Intermediate</b>





## FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	<b>Act with Integrity</b> Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> <li>• Represent the organisation in an honest, ethical and professional way</li> <li>• Support a culture of integrity and professionalism</li> <li>• Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct</li> <li>• Recognise and report misconduct and illegal and inappropriate behaviour</li> <li>• Report and manage apparent conflicts of interest and encourage others to do so</li> </ul>	Intermediate
	 Relationships	<b>Communicate Effectively</b> Communicate clearly, actively listen to others, and respond with understanding and respect	Adept
	<b>Work Collaboratively</b> Collaborate with others and value their contribution	<ul style="list-style-type: none"> <li>• Build a supportive and cooperative team environment</li> <li>• Share information and learning across teams</li> <li>• Acknowledge outcomes that were achieved by effective collaboration</li> <li>• Engage other teams and units to share information and jointly solve issues and problems</li> <li>• Support others in challenging situations</li> <li>• Use collaboration tools, including digital technologies, to work with others</li> </ul>	Intermediate

## FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 Results	<b>Plan and Prioritise</b> Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> <li>Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work</li> <li>Initiate, prioritise, consult on and develop team and unit goals, strategies and plans</li> <li>Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses</li> <li>Ensure current work plans and activities support and are consistent with organisational change initiatives</li> <li>Evaluate outcomes and adjust future plans accordingly</li> </ul>	Adept
	<b>Think and Solve Problems</b> Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> <li>Identify the facts and type of data needed to understand a problem or explore an opportunity</li> <li>Research and analyse information to make recommendations based on relevant evidence</li> <li>Identify issues that may hinder the completion of tasks and find appropriate solutions</li> <li>Be willing to seek input from others and share own ideas to achieve best outcomes</li> <li>Generate ideas and identify ways to improve systems and processes to meet user needs</li> </ul>	Intermediate
 Business Enablers	<b>Project Management</b> Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> <li>Perform basic research and analysis to inform and support the achievement of project deliverables</li> <li>Contribute to developing project documentation and resource estimates</li> <li>Contribute to reviews of progress, outcomes and future improvements</li> <li>Identify and escalate possible variances from project plans</li> </ul>	Intermediate

## 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
	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	Foundational
 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	Intermediate
	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	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

## Version Control

Version	Summary of Changes	Date
V1.0	New Role Description created for new role (Based on RD 340 – Digital Media Assistant)	24/07/2024

## Roles attached

Position Number	Region	Position Number	Region	Position Number	Region	Position Number	Region
PCC							