

# Role Description

## Senior Copywriter

Cluster	Transport
Agency	Transport for NSW
Division/Branch/Unit	Public Affairs and Marketing/Marketing and Campaigns/Brand and Creative Services
Location	Sydney
Classification/Grade/Band	Grade 8
Role Number	51021124
ANZSCO Code	212411
PCAT Code	1221492
Date of Approval	April 2020
Agency Website	<a href="http://www.transport.nsw.gov.au">www.transport.nsw.gov.au</a>

### Agency overview

Transport for NSW (TfNSW) is the lead agency of the NSW Transport cluster. At Transport, we're passionate about making NSW a better place to live, work and visit. Our vision is of a connected roads and public transport network that has higher capacity and gives people the freedom to choose how and when they get around, no matter where they live and work. Right now, we're delivering a \$55.6bn program – the largest this nation has ever seen – to keep people and goods moving, connect communities and shape the future of our cities, centres and regions. At Transport, we're also committed to creating a diverse, inclusive and flexible workforce which reflects the community and the customers we serve.

### Primary purpose of the role

The primary purpose of this role is to create high quality written content for Transport for NSW's customer-facing communication and campaigns, with a particular focus on delivering campaigns and communications to support the launch of new Intercity trains.

New Intercity trains will transform travel for customers who make over 41 million journeys a year to Newcastle, the Central Coast, South Coast and the Blue Mountains.

### Key accountabilities

- Drive solutions for creative requirements by interpreting insights and strategies from clients and Account Managers.
- Scope client briefs to understand communications objectives and strategic intent and to create creative

and communication outcomes.

- Work in collaboration with lead designer and account managers to create design outcomes that meet communications objectives and support brand position
- Identify various platforms and media channels that will influence copy creation and champion best practice for identified channels.
- Produce high quality long and short-form copy to communicate public transport service offerings effectively and to encourage greater use of public transport. This will include copy to support campaigns, operational communications, and marketing activities across websites, social media, broadcast script and print applications
- Create and edit copy for business reports, publications and presentations. Ensure spelling, punctuation and grammar are correct, style guidelines are followed, and tone of voice is consistently represented
- Build effective relationships with internal stakeholders and operators to deliver and execute marketing and communication programs that address business needs and produce measurable outcomes.
- Maintain effective records of work to ensure jobs can be retrieved at a later date.

## Key challenges

- Synthesise complex information which can be easily understood by public audiences.
- Understand both the existing and desired culture across the transport portfolio and contribute to the alignment of brand strategy.

## Key relationships

Who	Why
<b>Internal</b>	
Manager and Leadership team	<ul style="list-style-type: none"><li>• Escalate issues, keep informed, advise and receive instructions</li><li>• Provide regular updates on key projects, issues and priorities</li></ul>
Work Team	<ul style="list-style-type: none"><li>• Work cooperatively within the team, exchange information and assist other team members to achieve team objectives and work outcomes</li></ul>
Other TfNSW divisions and Transport operating agencies and stakeholders	<ul style="list-style-type: none"><li>• Build collaborative working relationships</li></ul>
<b>External</b>	
Ministers Offices, Service providers, providers of specialist contracting and consultancy services, other government agency (State and Commonwealth); private sector groups; corporate and industry associations	<ul style="list-style-type: none"><li>• Participate in forums, groups to represent agency and share information</li><li>• Provide advice and respond to requests for information</li></ul>

## Role dimensions

### Decision making

As per delegations for this role

### Reporting line

Senior Account Manager Creative Services

### Direct reports

Nil

### Budget/Expenditure

TBC

## Essential requirements

A track record in creating copy that adds value to an organisation's marketing brand and communication outcomes across multiple platforms.





## 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](http://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	Intermediate
	Act with Integrity	Adept
	<b>Manage Self</b>	<b>Adept</b>
	Value Diversity	Intermediate
 Relationships	<b>Communicate Effectively</b>	<b>Adept</b>
	<b>Commit to Customer Service</b>	<b>Adept</b>
	Work Collaboratively	Adept
	<b>Influence and Negotiate</b>	<b>Adept</b>
 Results	Deliver Results	Adept
	<b>Plan and Prioritise</b>	<b>Intermediate</b>
	<b>Think and Solve Problems</b>	<b>Intermediate</b>
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	<b>Technology</b>	<b>Adept</b>
	Procurement and Contract Management	Intermediate
	Project Management	Intermediate

### 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
<b>Personal Attributes</b> Manage Self	Adept	<ul style="list-style-type: none"> <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 a high level of personal motivation</li> </ul>
<b>Relationships</b> Communicate Effectively	Adept	<ul style="list-style-type: none"> <li>Tailor communication to the audience</li> <li>Clearly explain complex concepts and arguments to individuals and groups</li> <li>Monitor own and others' non-verbal cues and adapt where necessary</li> <li>Create opportunities for others to be heard</li> <li>Actively listen to others and clarify own understanding</li> <li>Write fluently in a range of styles and formats</li> </ul>
<b>Relationships</b> Commit to Customer Service	Adept	<ul style="list-style-type: none"> <li>Take responsibility for delivering high quality customer-focused services</li> <li>Understand customer perspectives and ensure responsiveness to their needs</li> <li>Identify customer service needs and implement solutions</li> <li>Find opportunities to co-operate with internal and external parties to improve outcomes for customers</li> <li>Maintain relationships with key customers in area of expertise</li> <li>Connect and collaborate with relevant stakeholders within the community</li> </ul>
<b>Relationships</b> Influence and Negotiate	Intermediate	<ul style="list-style-type: none"> <li>Utilise facts, knowledge and experience to support recommendations</li> <li>Work towards positive and mutually satisfactory outcomes</li> <li>Identify and resolve issues in discussion with other staff and stakeholders</li> <li>Identify others' concerns and expectations</li> <li>Respond constructively to conflict and disagreements</li> <li>Keep discussion focused on the key issues</li> </ul>
<b>Results</b> Plan and Prioritise	Adept	<ul style="list-style-type: none"> <li>Take into account 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/unit goals, strategies and plans</li> <li>Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/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 achievements and adjust future plans accordingly</li> </ul>
<b>Results</b> Think and Solve Problems	Intermediate	<ul style="list-style-type: none"> <li>Research and analyse information and make recommendations based on relevant evidence</li> <li>Identify issues that may hinder completion of tasks and find appropriate solutions</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Business Enablers</b> Technology	Adept	<ul style="list-style-type: none"> <li>• Be willing to seek out input from others and share own ideas to achieve best outcomes</li> <li>• Identify ways to improve systems or processes which are used by the team/unit</li> </ul>
		<ul style="list-style-type: none"> <li>• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks</li> <li>• Identify opportunities to use a broad range of communications technologies to deliver effective messages</li> <li>• Understand, act on and monitor compliance with information and communications security and use policies</li> <li>• Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business</li> <li>• Support compliance with the records, information and knowledge management requirements of the organisation</li> </ul>