

# Role Description

## Marketing Officer



Customer  
Service

Cluster	Customer Service
Department/ Agency	Department of Customer Service
Division/ Branch/Unit	Various
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	224912
PCAT Code	1331491
Date of Approval	October 2019

### Primary purpose of the role

Provides support for the delivery of marketing campaigns and communication programs.

### Key accountabilities

- Contribute to the development and implementation of the overarching marketing and communications strategies, plans and campaigns (including research, advertising, social media, digital marketing etc) to support optimal service delivery
- Provide assistance in developing program budgets, timelines, reports and updates, and campaign result reports, to help monitor, promote and optimise programs and outcomes
- Contribute and participate in project delivery activities including launches, workshops and presentations to ensure agreed outcomes are achieved
- Establish working relationships with vendors, and internal and external stakeholders, including media and creative agencies, to support and provide updates campaign and program delivery
- Support the development of appropriate merchandise, collateral and in-house activities to support campaigns and programs
- Work closely with the Divisions and Branch's teams in coordinating a communications approach, to ensure consistency and accuracy
- Support the development of briefs, and management of work deadlines and approvals to support the requirements of the Branch/Unit
- Perform administrative tasks including reporting, procurement processes, finance and invoicing, to support the marketing and campaign team, and the delivery of marketing and communications programs and initiatives

### Key challenges

- Working collaboratively in an environment with competing demands and priorities, while addressing unforeseen issues
- Working with multiple key stakeholders to develop professional communications materials within tight timelines in a high-volume work environment
- Identifying and adopting new technologies for the purpose of meeting changing customer expectations, where inputs and information from multiple internal and external sources are required to complete activities

## Key relationships

Who	Why
<b>Internal</b>	
Manager	<ul style="list-style-type: none"> <li>Escalate issues, keep informed, advise, receive guidance and instructions</li> <li>Support and assist and inform of any sensitive and emerging issues</li> <li>Participate in meetings and discussions to share information and provide input and feedback</li> </ul>
Work Team	<ul style="list-style-type: none"> <li>Support team members and work collaboratively to contribute to achieving the teams business outcomes</li> <li>Participate in discussions and decisions regarding resolution of issues and implementation of innovation and best practice</li> <li>Represent work group perspective and share information</li> <li>Support team through administrative tasks as required</li> </ul>
Internal Customer/ Stakeholders	<ul style="list-style-type: none"> <li>Provide a client-focused approach to service delivery</li> <li>Manage the flow of information, seek clarification and provide advice and responses to ensure prompt resolution of issues</li> <li>Articulate the needs and requirements of the service and collaborate with to negotiate solutions, provide expert advice and regular updates.</li> <li>Address/respond to queries to provide advice where possible, or redirect to relevant party for review and resolution</li> </ul>
<b>External</b>	
External Customers/ Stakeholders	<ul style="list-style-type: none"> <li>Respond and resolve queries, providing information and/or resources or redirect to the appropriate person or business unit if required</li> <li>Develop and maintain effective working relationships and open channels of communication to provide and obtain information, and ensure effective management and implementation of expectations and standards</li> <li>Engage with, consult, seek clarification and provide advice and responses to ensure the prompt resolution of issues</li> </ul>
Vendors/Service Providers	<ul style="list-style-type: none"> <li>Manage WIPs, workflow, queries and approvals of media &amp; creative agencies to ensure work is delivered on time, on budget and of a high quality.</li> <li>Contact to provide and gather information and resolve routine issues.</li> <li>Review invoices to ensure accuracy and efficiency</li> </ul>
Other Government Agencies	<ul style="list-style-type: none"> <li>Participate in meetings and represent Customer Service perspective</li> <li>Provide and share information, discuss and seek input on matters or issues</li> </ul>

## Role dimensions

### Decision making

This role has autonomy and makes decisions under their direct control as directed by their Team Leader/Manager and refers to the team Leader/Manager decisions that require significant change to outcomes or timeframes; are likely to escalate or require submission to a higher level of management. This role is accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

### Reporting line

Manager, Marketing or Business unit Manager

### Direct reports

This role has no direct reports

### Budget/Expenditure

As per the Customer Service Delegations

### Essential requirements

- Satisfactory Criminal Record Check

## 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	<b>Display Resilience and Courage</b> Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> <li>• Be flexible and adaptable and respond quickly when situations change</li> <li>• Offer own opinion and raise challenging issues</li> <li>• Listen when ideas are challenged and respond appropriately</li> <li>• Work through challenges</li> <li>• Remain calm and focused in challenging situations</li> </ul>	Intermediate
	<b>Communicate Effectively</b> Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> <li>• Focus on key points and speak in plain English</li> <li>• Clearly explain and present ideas and arguments</li> <li>• Listen to others to gain an understanding and ask appropriate, respectful questions</li> <li>• Promote the use of inclusive language and assist others to adjust where necessary</li> <li>• Monitor own and others' non-verbal cues and adapt where necessary</li> <li>• Write and prepare material that is well structured and easy to follow</li> <li>• Communicate routine technical information clearly</li> </ul>	Intermediate
 Relationships	<b>Commit to Customer Service</b> Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> <li>• Focus on providing a positive customer experience</li> <li>• Support a customer-focused culture in the organisation</li> <li>• Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers</li> <li>• Identify and respond quickly to customer needs</li> <li>• Consider customer service requirements and develop solutions to meet needs</li> <li>• Resolve complex customer issues and needs</li> <li>• Cooperate across work areas to improve outcomes for customers</li> </ul>	Intermediate
	<b>Deliver Results</b> Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> <li>• Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes</li> <li>• Make sure staff understand expected goals and acknowledge staff success in achieving these</li> <li>• Identify resource needs and ensure goals are achieved within set budgets and deadlines</li> <li>• Use business data to evaluate outcomes and inform continuous improvement</li> <li>• Identify priorities that need to change and ensure the allocation of resources meets new business needs</li> </ul>	Adept





		<ul style="list-style-type: none"> <li>Ensure that the financial implications of changed priorities are explicit and budgeted for</li> </ul>	
	<b>Plan and Prioritise</b> Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> <li>Understand the team and unit objectives and align operational activities accordingly</li> <li>Initiate and develop team goals and plans, and use feedback to inform future planning</li> <li>Respond proactively to changing circumstances and adjust plans and schedules when necessary</li> <li>Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals</li> <li>Accommodate and respond with initiative to changing priorities and operating environments</li> </ul>	Intermediate
 Business Enablers	<b>Project Management</b> Understand and apply effective project planning, coordination and control methods	<ul style="list-style-type: none"> <li>Understand all components of the project management process, including the need to consider change management to realise business benefits</li> <li>Prepare clear project proposals and accurate estimates of required costs and resources</li> <li>Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements</li> <li>Identify and evaluate risks associated with the project and develop mitigation strategies</li> <li>Identify and consult stakeholders to inform the project strategy</li> <li>Communicate the project's objectives and its expected benefits</li> <li>Monitor the completion of project milestones against goals and take necessary action</li> <li>Evaluate progress and identify improvements to inform future projects</li> </ul>	Adept

## 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
 <b>Personal Attributes</b>	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Foundational
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 <b>Relationships</b>	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 <b>Results</b>	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Foundational
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Foundational
 <b>Business Enablers</b>	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	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational