Role Description
Writer/Content Creator

Cluster	The Treasury
Agency	NSW Treasury
Division/Branch/Unit	Corporate Communication
Location	Sydney CBD
Classification/Grade/Band	9/10
Kind of Employment	Ongoing
ANZSCO Code	
PCAT Code	TBC
Date of Approval	July 2019
Agency Website	https://www.treasury.nsw.gov.au

Why NSW Treasury

As the NSW Government's principal financial and economic adviser, Treasury's role is to enable the Government to deliver its promise to the people of New South Wales that the State will always be a great place to live and work!

As part of our vision to become a World Class Treasury, we believe Treasury has a primary role in supporting and investing in our key partners (service delivery clusters). Our responsibility includes lifting financial management capability and culture across the sector and support the NSW Government's commitment to achieving significant and sustainable financial management improvement.

Look at the NSW Treasury website for further information about our structure and functions:
https://www.treasury.nsw.gov.au/about-treasury/about-nsw-treasury

The **Communications Team** works across Treasury to promote awareness, interest, understanding and engagement amongst staff for corporate and business news. We develop clear, consistent and regular messages about Treasury's vision and values, major projects and plans which give staff a line of sight between their role and the direction of the organisation.

Primary purpose of the role

As a Writer/Content creator in NSW Treasury, your role will work with The Secretary, Senior Executives and Ministers to support the creation of written content for use across both internal and external communications channels.

Key accountabilities

- Research, write and edit compelling content for the Secretary and key Ministers, including op/eds, speeches, video scripts, emails, social media posts, internal and external presentations, ghost-writing blogs and other stakeholder communications.
- Research and develop key themes and narratives for C-Level and other top executives.
- Develop content for high impact executive town halls, speeches and presentations including talking points, slides and other support materials
- Translate business objectives, company performance and management philosophy into stories and messages that relate to specific audiences
- Develop and collate briefing materials to prepare executives for a variety of internal and external speaking engagements
- Work across the organization to source and package statistics, facts and other proof points to support storylines
- Partner with the visual design team to create compelling content
- Develop and maintain effective working relations within Treasury, the Treasurer's Office, Ministerial offices and other NSW agencies.

Key challenges

- Ability to capture executive and ministerial voices and elevate the communications by simplifying complex content and writing in a clear, succinct and engaging format.
- Ability to manage multiple messages and stakeholders across government and business, and write for a wide variety of audiences
- Managing and prioritising high-pressure situations and deadlines to deliver.

Key relationships

Who	Why
Ministerial	
The Secretary	• Advise and take instruction from the Office of the Secretary, providing succinct, quality communications that are on message and in the speaker's voice
Internal	
Manager	• Provide expert advice and contribute to decision making; identify emerging issues/risks and their implications and propose solutions; escalate issues when required; receive advice and report on progress towards business objectives and discuss future directions.
Executives	• Collaborate and provide advice and contributions to internal and external messaging.
Communications Colleagues	• Work collaboratively, exchange information and receive guidance • Develop and maintain effective relationships • Collaborate on cross-agency projects
Other NSW agencies and stakeholders	• Liaise with, and coordinate information between stakeholders and the Executive; consult and collaborate with, to define mutual interests and determine strategies to achieve their realisation.

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Who	Why
External	
Other NSW agencies and stakeholders	• Liaise with, and coordinate information between stakeholders and the Executive; consult and collaborate with, to define mutual interests and determine strategies to achieve their realisation.

Role dimensions

Decision making

The Writer/Content Creator provides support to The Office of the Secretary, Senior Executives and the Director of Communications on matters relating to the creation of communications content.

This role operates within an external environment of sensitivity and requires significant judgement in handling issues that arise.

Reporting line

This role reports to the Associate Director, Content & Engagement

Essential requirements

- Tertiary qualifications and/or experience in a relevant field.
- 7+ years' experience in a communications/content production field.
- Experience in a role where writing and content production was a key deliverable.
- Ability to show examples of previous writing deliverables.
- Effective communication skills that allow you to clearly convey technical and complex information and analysis in different ways (verbal, written and visual) appropriate to the audience and its purpose.
- Demonstrated ability and desire to work collaboratively as part of a team and excellent interpersonal skills.

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees.
The Capability Framework is available at https://www.psc.nsw.gov.au/workforce-management/capability-framework/nsw-public-sector-capability-framework

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**
	Display Resilience and Courage	**Adept**
	Act with Integrity	Adept
	Manage Self	**Advanced**
	Value Diversity	Adept
	Communicate Effectively	**Advanced**
	Commit to Customer Service	Advanced
	Work Collaboratively	**Advanced**
	Influence and Negotiate	Advanced
	Deliver Results	**Advanced**
	Plan and Prioritise	**Adept**
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
	Finance	Adept
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	**Adept**
	Manage and Develop People	Intermediate
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Adept
	Manage Reform and Change	Adept

Capability Groups (left column, top to bottom): Personal Attributes, Relationships, Results, Business Enablers, People Management

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 Display Resilience and Courage	Adept	• Be flexible, show initiative and respond quickly when situations change • Give frank and honest feedback/advice • Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively • Raise and work through challenging issues and seek alternatives • Keep control of own emotions and stay calm under pressure and in challenging situations
Personal Attributes Manage Self	Advanced	• 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	• 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 Work collaboratively	Advanced	• Build a culture of respect and understanding across the organisation • Recognise outcomes which resulted from effective collaboration between teams • Build co-operation and overcome barriers to information sharing, communication and collaboration across the organisation and cross-government • Facilitate opportunities to engage and collaborate with external stakeholders to develop joint solutions
Results Deliver Results	Advanced	• 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

Group and Capability	Level	Behavioural Indicators
		• 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 • Identify ways to improve systems or processes which are used by the team/unit
Results Plan and Prioritise	Adept	• 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	• 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

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