

Role Description

Content Producer



Regional
NSW

| | |
|---------------------------|--|
| Cluster | Regional NSW |
| Agency | Department of Regional New South Wales |
| Group/Division/Branch | Office of the Secretary |
| Location | TBA |
| Classification/Grade/Band | Clerk Grade 7 / 8 |
| Role Family | Standard / Communication and Engagement / Delivery |
| ANZSCO Code | 212499 |
| PCAT Code | 1127392 |
| Date of Approval | April 2022 |
| Agency Website | www.nsw.gov.au/regional-nsw |

Agency overview

The Department of Regional NSW was formed in 2020 as a central agency for regional issues. The Department is responsible for building resilient regional economies and communities, strengthening primary industries, managing the use of regional land, overseeing the state's mineral and mining resources and ensuring government investment in regional NSW is fair and delivers positive outcomes for local communities and businesses.

Primary purpose of the role

To plan and develop creative and engaging content for multiple communication channels including print, online and digital media, working closely with other staff within the Unit and with content authors and sources.

Key accountabilities

- Create engaging and innovative digital content to build awareness, engagement and brand recognition in line with external and internal engagement strategy, goals and initiatives.
- Collaborate with content authors, providing editorial and design advice to ensure content is accurate, high quality and suitable for target audiences.
- Establish working relationships and networks with other Units and Branches and external stakeholders, to proactively source information to promote the objectives of the Department.
- Develop and deliver brand-compliant video and multimedia content to support people-focused storytelling and effectively communicate the Department's messages to an external audience.

Key challenges

- Ensuring content is accurate, engaging and fit for purpose, while working within tight time frames, where tasks may involve politically, commercially and culturally sensitive issues.
- Maintaining and building relationships with content sources and authors to ensure content is current and accurate and complies with editorial and style guide standards.

Key relationships

| Who | Why |
|--|--|
| Internal | |
| Digital and Design Manager | <ul style="list-style-type: none">Seek guidance and provide advice with regard to information, content requirements and project requirements |
| MCE team | <ul style="list-style-type: none">Supply content that meets the Department's needs and broader marketing and reporting requirements |
| Communications & Engagement Group | <ul style="list-style-type: none">Provide advice with regard to content delivery, editorial and style guide requirements |
| External | |
| Key stakeholders including government agencies, the Deputy Premier's Office and local councils | <ul style="list-style-type: none">Share information and insight |

Role dimensions

Decision making

- Makes day to day decisions regarding own work and project activities
- Manages relationships with content authors and other internal stakeholders

Reporting line

Senior Social Media and Digital Advisor

Manager, Digital and Design

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Experience developing engaging content across different communication channels and guiding content authors
- Previous experience in creation of social media videos in Facebook, Instagram, YouTube and TikTok.
- Solid understanding of the nuances required when producing content for social platforms (Facebook, YouTube Instagram etc).
- Experience with social scheduling platforms.
- Knowledge of, and experience using, camera, audio and lighting equipment
- Skills in the Adobe Creative Suite - including Premiere Pro, After Effects, Photoshop, Lightroom, Illustrator and InDesign.

Essential requirements

- Tertiary qualifications in public relations, publishing or media, or equivalent experience
- Evidence of the COVID-19 vaccination must be provided upon commencement of employment. This is a condition of engagement should you be successfully appointed to a position within the Department of Regional NSW (which includes Local Land Services and the Soil Conservation Service).

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 | Act with Integrity Be ethical and professional, and uphold and promote the public sector values | <ul style="list-style-type: none">• Represent the organisation in an honest, ethical and professional way• Support a culture of integrity and professionalism• Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct• Recognise and report misconduct and illegal and inappropriate behaviour• Report and manage apparent conflicts of interest and encourage others to do so | Intermediate |
| |  Relationships | Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect | <ul style="list-style-type: none">• Focus on key points and speak in plain English• Clearly explain and present ideas and arguments• Listen to others to gain an understanding and ask appropriate, respectful questions• Promote the use of inclusive language and assist others to adjust where necessary• Monitor own and others' non-verbal cues and adapt where necessary• Write and prepare material that is well structured and easy to follow• Communicate routine technical information clearly |
| | | Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives | <ul style="list-style-type: none">• Focus on providing a positive customer experience• Support a customer-focused culture in the organisation• Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers• Identify and respond quickly to customer needs• Consider customer service requirements and develop solutions to meet needs• Resolve complex customer issues and needs• Cooperate across work areas to improve outcomes for customers |

FOCUS CAPABILITIES

| Capability group/sets | Capability name | Behavioural indicators | Level |
|--|---|--|--------------|
| | Work Collaboratively Collaborate with others and value their contribution | <ul style="list-style-type: none"> • Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others | Intermediate |
|  Results | Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions | <ul style="list-style-type: none"> • Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience • Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience • Seek contributions and ideas from people with diverse backgrounds and experience • Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness | Adept |
| | Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | <ul style="list-style-type: none"> • Take responsibility for own actions • Be aware of delegations and act within authority levels • Be aware of team goals and their impact on work tasks • Follow safe work practices and take reasonable care of own and others' health and safety • Escalate issues when these are identified • Follow government and organisational record-keeping requirements | Foundational |





FOCUS CAPABILITIES

| Capability group/sets | Capability name | Behavioural indicators | Level |
|--|---|---|-------|
|  Business Enablers | Technology Understand and use available technologies to maximise efficiencies and effectiveness | <ul style="list-style-type: none"> Identify opportunities to use a broad range of technologies to collaborate Monitor compliance with cyber security and the use of technology policies Identify ways to maximise the value of available technology to achieve business strategies and outcomes Monitor compliance with the organisation's records, information and knowledge management requirements | 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 |
|  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 | Adept |
| | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Foundational |
|  Relationships | 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 |
| | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Foundational |
|  Business Enablers | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Foundational |
| | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Foundational |
| | Project Management | Understand and apply effective planning, coordination and control methods | Intermediate |