Role Description Content Producer



Cluster	Regional NSW
Agency	Department of Regional New South Wales
Group/Division/Branch	Office of the Secretary
Location	ТВА
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	 Seek guidance and provide advice with regard to information, content requirements and project requirements
MCE team	 Ssupply content that meets the Department's needs and broader marketing and reporting requirements
Communications & Engagement Group	 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	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

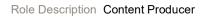
Nil

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Budget/Expenditure
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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 <u>NSW public sector capability framework</u> 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.



apability oup/sets	Capability name	Behavioural indicators	Level
Personal Attributes	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	 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	 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	Focus on providing a positive customer experience	Intermediate



Capability group/sets	Capability name	Behavioural indicators	Level
	Work Collaboratively Collaborate with others and value their contribution	 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		Adept
	Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	levels	Foundational

capability Capability name roup/sets	Behavioural indicators	Level
Business Technology Business Understand and use availate technologies to maximise efficiencies and effectivenee	Monitor compliance with cyber security and the	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.

apability roup/sets	Capability name	Description	Level
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Foundational
Personal Attributes	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
-/	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
Results	Deliver Results Plan and Prioritise	Achieve results through the efficient use of resources and a commitment to quality outcomes Plan to achieve priority outcomes and respond flexibly to changing circumstances	
Results		and a commitment to quality outcomes Plan to achieve priority outcomes and respond	Foundational
Results Business Enablers	Plan and Prioritise	and a commitment to quality outcomes Plan to achieve priority outcomes and respond flexibly to changing circumstances Understand and apply financial processes to achieve	Foundational

