

Role Description

Senior Social Media Officer



**Regional
NSW**

Cluster	Regional NSW
Department/Agency	Department of Regional NSW
Division/Branch/Unit	Office of the Secretary
Location	Queanbeyan
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	511112
PCAT Code	1119192
Date of Approval	October 2018 (updated October 2020)
Agency Website	nsw.gov.au/regionalnsw

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

The Senior Social Media Officer is responsible for the content creation and community management across all Regional NSW social channels to create well-informed and engaged social communities.

Key accountabilities

- Support the development and implementation of the regional NSW social media strategy, style guidelines and governance procedures to achieve effective engagement with regional NSW communities.
- Manage the social channels, including ongoing content planning and creation, paid media management and social analytics across multiple social channels, copywriting and engaging internal design resources to create informative and engaging content and digital communication.
- Work with the Content Manager to execute content strategy based on the needs of the target audiences, including international and non-Western, and program goals, and apply analytics to inform future content and channel decisions.
- Regularly report on social and digital performance including presenting analytics and the return on investments from paid media to maintain cost-effective digital engagement.
- Manage digital channels including the review and amplification of content and structure to communicate accurate and relevant information, and create user-friendly experiences.
- Liaise and work closely with senior stakeholders across DPC, government agencies, councils, industry and other external stakeholders to provide advice and maximise the effectiveness of the Regional NSW social channels, and liaise with social media colleagues across government to enable consistent messaging, share best practise and learnings.
- Manage and configure social media listening for the team and other key stakeholders, engage in social discussion and delegate audience requests/enquiries to create a two-way dialogue with our community.
- Escalate any critical issues to the appropriate internal teams with communication recommendations to ensure accurate responses and action for our community.

Key challenges

- Delivering tasks within tight timeframes, within an environment of financial and political sensitivities and constraints, and competing stakeholder priorities.
- Maintaining current knowledge of the social media best practice, government agenda, community interests and opportunities and risks in an environment that is subject to rapid change and development.

Key relationships

Who	Why
Internal	
Director, Regional Communications & Engagement	<ul style="list-style-type: none"> • Provide subject matter expertise, regular reporting and analysis on social and digital strategy • Escalate issues and receive direction
Manager Communications Regional NSW	<ul style="list-style-type: none"> • Provide subject matter expertise, regular reporting and analysis on social and digital strategy • Work together on content planning and calendars, content development and approvals • Keep informed of day-to-day activities, escalate issues and receive direction
Regional NSW	<ul style="list-style-type: none"> • Provide subject matter expertise and advice • Work with subject matter experts to identify social content, ensure consistent messaging and accuracy, and seek approvals
Communications & Engagement Group	<ul style="list-style-type: none"> • Work with the digital team to develop consistent messaging; optimise channel strategy, community management and cross promotion; and maintain accessibility and best practice • Work with the creative services team to develop creative digital and social content that engages audiences, reflects branding guidelines and meets accessibility best practice • Collaborate and share information
Deputy Premier's Office	<ul style="list-style-type: none"> • Collaborate to align messaging, support development of creative content across social and digital channels
External	
Key stakeholders including government agencies, the Deputy Premier's Office and local councils	<ul style="list-style-type: none"> • Provide subject matter expertise on social and digital strategy • Maintain effective working relationships and open channels of communication to facilitate liaison, consultation and engagement • Establish and implement effective information-sharing and cross promotion • Support development of creative social and digital content

Role dimensions

Decision making

Decisions which are made by the position holder include:

- Setting work priorities within agreed parameters and approved work and project plans, organising and managing own workload and allocation of tasks to any staff assisting with projects.

- Is a source of advice for internal and external stakeholders on matters related to Regional NSW social channels, trends and opportunities.

Decisions referred to a supervisor include:

- Any requiring or resulting in significant changes to project outcomes or timeframes; those with the potential to escalate or create precedent; matters requiring a higher administrative or financial delegation or submission to a higher level of management.

Reporting line

The role reports to the Creative Content Manager

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Significant experience in social media strategy development and management; social analytics and reporting; content creation and analysis; partnering optimisation; and community building and management across social channels.
- Practical experience establishing, managing and optimising social listening

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.

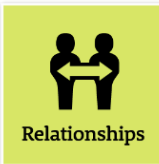
The capabilities are separated into **focus capabilities** and **complementary capabilities**.

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 and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Ensure that others are aware of and understand the legislation and policy framework within which they operate 	Adept

		<ul style="list-style-type: none"> • Act to prevent and report misconduct and illegal and inappropriate behaviour 	
	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> • Keep up to date with relevant contemporary knowledge and practices • Look for and take advantage of opportunities to learn new skills and develop strengths • Show commitment to achieving challenging goals • Examine and reflect on own performance • Seek and respond positively to constructive feedback and guidance • Demonstrate and maintain a high level of personal motivation 	Adept
	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences 	Adept
	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	<ul style="list-style-type: none"> • Negotiate from an informed and credible position • Lead and facilitate productive discussions with staff and stakeholders • Encourage others to talk, share and debate ideas to achieve a consensus • Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes • Influence others with a fair and considered approach and sound arguments • Show sensitivity and understanding in resolving conflicts and differences • Manage challenging relationships with internal and external stakeholders • Anticipate and minimise conflict 	Adept
	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • Seek and apply the expertise of key individuals to achieve organisational outcomes • Drive a culture of achievement and acknowledge input from others • Determine how outcomes will be measured and guide others on evaluation methods • 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 	Advanced

- Control business unit output to ensure government outcomes are achieved within budgets
- Progress organisational priorities and ensure that resources are acquired and used effectively

Think and Solve Problems

Think, analyse and consider the broader context to develop practical solutions

- 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



Technology

Understand and use available technologies to maximise efficiencies and effectiveness

- Champion the use of innovative technologies in the workplace
- Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies
- Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes
- Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes
- Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies





Advanced

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
	Display Resilience and Courage	<ul style="list-style-type: none"> • Be open and honest, prepared to express your views, and willing to accept and commit to change 	Intermediate

 Personal Attributes	Value Diversity and Inclusion	<ul style="list-style-type: none"> Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives 	Intermediate
 Relationships	Commit to Customer Service	<ul style="list-style-type: none"> Provide customer-focused services in line with public sector and organisational objectives 	Adept
	Work Collaboratively	<ul style="list-style-type: none"> Collaborate with others and value their contribution 	Adept
 Results	Plan and Prioritise	<ul style="list-style-type: none"> Plan to achieve priority outcomes and respond flexibly to changing circumstances 	Adept
	Demonstrate Accountability	<ul style="list-style-type: none"> Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines 	Intermediate
 Business Enablers	Finance	<ul style="list-style-type: none"> Understand and apply financial processes to achieve value for money and minimise financial risk 	Intermediate
	Procurement and Contract Management	<ul style="list-style-type: none"> Understand and apply procurement processes to ensure effective purchasing and contract performance 	Intermediate
	Project Management	<ul style="list-style-type: none"> Understand and apply effective planning, coordination and control methods 	Adept