Role Description
Social Media Officer

Cluster	Stronger Communities
Department/Agency	NSW State Emergency Service
Division/Branch/Unit	Media and Communications, Corporate Services
Location	State Headquarters
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	211311
Role Number	52018428
PCAT Code	1111492
Date of Approval	March 2022
Agency Website	www.ses.nsw.gov.au

Agency overview

Our Mission: NSW SES saving lives and creating safer communities.

Our Vision: A trusted volunteer-based emergency service, working together to deliver excellence in community preparedness and emergency response.

The NSW State Emergency Service (NSW SES) is an emergency and rescue service made up almost entirely of volunteers and supported by a small staff contingent. NSW SES is a key influencer of other emergency service agencies and works closely with these partners to modernise and grow volunteering to save lives and protect communities

While major responsibilities are for flood, storm operations and tsunamis, the NSW SES also provides the majority of general rescue effort in the rural parts of the state. This includes road accident rescue, vertical rescue, bush search and rescue, evidence searches (both metropolitan and rural), other forms of specialist rescue that may be required due to local threats, Urban Search and Rescue and Community First Response.

Primary Purpose of the role

The Social Media Officer is responsible for the development and implementation of engaging digital and social media content to enhance the NSW SES brand and its presence of volunteers and leadership team across the agency and the communities of NSW.

Key accountabilities

- Develop and implement content, social media strategies, and plans that complement the broader work of the Media and Communications team across the agency's current and emerging digital and social media channels
- Actively collaborate and build strong relationships with key stakeholders to identify opportunities to promote the service, its brand, projects, campaigns, leadership team and its members across social and digital media channels
- Develop engaging and creative content via LinkedIn, Facebook and other social media channels, that is tailored and targeted to engage with the agency's audiences to increase its reach, follower growth and audience engagement

- Provide specialist support to NSW SES campaigns and advertising via creative content curation and support – including planning, execution and analytics
- Proactively monitor digital and social media channels to maintain awareness of, and report on issues relating to NSW SES, its leadership team and members
- Utilise analytics and tools to report on the performance of the agency's digital and social media channels, and to make recommendations for change
- Develop and deliver training to the agency's members to empower and drive their awareness of the importance of social media and to encourage best practice
- Support the Public Information Officer during operational events to communicate key messages to impacted communities

Key challenges

- Maintain awareness of best practice in digital and social media, including current and emerging social media platforms and how they can best serve NSW SES and its strategic goals and objectives
- Deliver projects within tight timeframes in an environment of financial and political sensitivities, constraints and competing stakeholder priorities
- Working across multiple tasks and deadlines at any time, while maintaining a focus on delivering accurate, appropriate and positive messages
- Balance the corporate and operational needs of NSW SES.

Key relationships

Who	Why
Internal	
Senior Manager, Media & Communications	- Receive direction, guidance and support and support the implementation of social media content.
Coordinator Digital Marketing	- Receive direction, guidance and support, and contribute to decision making.
Videographer	- Collaborate, support and contribute to the development and implementation of content.
Work Team	- Work in close collaboration with the Media and Communications team; including external, internal and digital communications, to ensure a holistic approach to the distribution of photographic and video content. - Provide feedback and support; facilitate teamwork and opportunities for development and information sharing. - Participate in meetings to represent the work group perspective and share information, to ensure business needs are being best met. - Maintain accountability for allocated tasks.
Internal clients and stakeholders	- Establish and maintain strong professional working relationships - Understand communication requirements and deliver timely outcomes
External	

Other NSW Government Agencies/ Justice Cluster Agencies	• Provide expert advice on project related matters.
Volunteers and Zone Staff	• Develop and maintain effective communication networks to facilitate ongoing liaison and responses to requests for information.
Content Creators	• Advise and collaborate to ensure content produced is of the highest possible standard

Role dimensions

Decision making

Operates in structured operating environment that is subject to established policies, procedures, and practices and, in some circumstances, underpinned by statutory requirements. The position has some capacity to adapt or modify work methods to achieve required outcomes. Expected to make day-to-day decisions relating to work priorities and workload management, for themselves and any staff supervised.

Reporting line

This role reports directly to Coordinator Digital Marketing

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements

- Demonstrated experience working in digital and social media roles
- Knowledge and experience with established and emerging social channels and platforms, and new initiatives and features.
- Thorough knowledge of AIIMS principles and processes, and/or willingness to obtain competence within 12 months.

You will be required to participate in activities to support the agency during operational or emergency responses at NSW SES locations in the state, where the requirements are within the scope of your skills, knowledge and capabilities. You may also be required to participate in an on-call roster.

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

This role utilises an occupation specific capability set.

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**
Personal Attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	**Intermediate**
	Value Diversity and Inclusion	Intermediate
Relationships	**Communicate Effectively**	**Adept**
	Commit to Customer Service	**Intermediate**
	Work Collaboratively	**Intermediate**
	Influence and Negotiate	Intermediate
Results	**Deliver Results**	**Intermediate**
	Plan and Prioritise	**Intermediate**
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Foundational
Business Enablers	Finance	Foundational
	Technology	**Adept**
	Procurement and Contract Management	Foundational
	Project Management	Intermediate

NSW Public Sector Occupation / Profession Specific Capabilities		
Capability Group	**Capability Name**	
NSW SES Occupation specific	Understands floods, storm and tsunami behaviour	Foundational
	Manages Public Information	**Foundational**
	Stakeholder/relationship management	Intermediate

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 Manage Self	Intermediate	• Adapt existing skills to new situations • Show commitment to achieving work goals • Show awareness of own strengths and areas for growth, and develop and apply new skills • Seek feedback from colleagues and stakeholders • Stay motivated when tasks become difficult

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Relationships Communicate Effectively	Adept	• 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
Relationships Commit to Customer Service	Intermediate	• 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
Personal Attributes Work Collaboratively	Intermediate	• 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
Results Deliver Results	Intermediate	• Seek and apply specialist advice when required • Complete work tasks within set budgets, timeframes and standards • Take the initiative to progress and deliver own work and that of the team or unit • Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals • Identify any barriers to achieving results and resolve these where possible • Proactively change or adjust plans when needed
Results Plan and Prioritise	Intermediate	• Understand the team and unit objectives and align operational activities accordingly • Initiate and develop team goals and plans, and use feedback to inform future planning • Respond proactively to changing circumstances and adjust plans and schedules when necessary • Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals • Accommodate and respond with initiative to changing priorities and operating environment
Business Enablers Technology	Adept	• Identify opportunities to use a broad range of technologies to collaborate

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		• 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

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
SES Occupation Specific Capabilities Manages Public Information	Foundational	• Provides information to community and other key stakeholders • Facilitates the provision of information to the media

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