

## CONTENT MANAGER

BRANCH/UNIT	Student Experience Group/ Student Services		
TEAM	PPI Delivery Team		
LOCATION	Optional		
CLASSIFICATION/GRADE/BAND	TAFE Worker Level 9		
POSITION NO.	81203673		
ANZSCO CODE	212411	PCAT CODE	1231491
TAFE Website	<a href="http://www.tafensw.edu.au">www.tafensw.edu.au</a>		

### 1. ORGANISATIONAL ENVIRONMENT

TAFE NSW's purpose is to skill the workforce of the future. It is Australia's leading provider of vocational education and training with over 500,000 annual enrolments and a proud history for setting the benchmark for quality service. As the NSW public provider, it supports the NSW Government's priority to grow skills for the economy and jobs of tomorrow. Critically, TAFE NSW plays a vital role in providing vocational education in rural and regional NSW, and job training pathways for the most vulnerable in the community.

TAFE NSW offers the best of campus-based delivery as well as flexible, online and work-based learning. The TAFE NSW values of Customer First, Collaboration, Integrity and Excellence guide our team in strengthening communities, delivering world-class training for our students and producing job ready graduates for employers. The operating environment for TAFE NSW is dynamic as we leverage our scale, expertise, passion and reputation to meet the rapidly changing VET landscape.

TAFE NSW is committed to its students and customers and the role it plays in changing lives and opening up opportunities through learning.

### 2. POSITION PURPOSE

The Content Manager is responsible for leading the Published Product Information (PPI) copywriting team, approvals processes, copywriting deadlines, managing workforce planning and setting the content standards for published course and customer information to meet TAFE NSW regulator standards and search engine optimisation (SEO) requirements.

### 3. KEY ACCOUNTABILITIES

1. Plan and implement the copywriting schedule to meet all Student Services Branch course information requirements.
2. Allocate courses to each writer considering SkillsPoint and Skills Excellence Network's capacity, course clusters and writers' capacity.
3. Lead a culture of success for the copywriting function and build the capability and skills of individual copywriters to ensure scheduled targets and deadlines are met.
4. Consult with key stakeholders to define the content and compliance standards copywriters are required to meet.
5. Capture and report on outcomes, risks, issues and achievements to support further development and implement improvements learned from the extensive approvals process.
6. Use lateral thinking, analytical and problem solving skills to make sound judgements.
7. Ensure tone of voice, brand guidelines and SEO standards are embedded in all work delivered by the copywriting function.
8. Demonstrate a genuine commitment to safety excellence and safety leadership. This includes setting health and safety expectations, results and behaviours with direct reports, providing a safe workplace and ways of working, and promoting and complying with safety systems and procedures.
9. Place the customer at the centre of all decision making.
10. Manage and develop a high performance team, aligned to the core values of integrity, collaboration, excellence and a customer first attitude, through effective leadership, support and feedback.
11. Collaborate with staff to ensure the development and regular review of meaningful individual performance development and review plans that are clearly aligned to strategic objectives and focused to develop the individual.

### 4. KEY CHALLENGES

- Maintaining healthy leadership of the copywriting function and team.
- Redesigning and embedding key copywriting and approvals processes and standards as business needs evolve.
- Ensuring key deadlines are met despite competing priorities and emerging requirements.
- Delivering all content through a rigorous compliance workflow.

## 5. KEY RELATIONSHIPS

WHO	WHY
<b>Internal</b>	
Project Manager	<ul style="list-style-type: none"> <li>• Receive leadership, direction and advice about priorities.</li> <li>• Contribute to reporting.</li> </ul>
Stakeholder and Operations Manager	<ul style="list-style-type: none"> <li>• Partner with the Stakeholder and Operations Manager to design and deliver the PPI schedule for each financial year.</li> <li>• Iterate the schedule based on stakeholder availability.</li> <li>• Work together to identify approval barriers to ensure all PPI content is published.</li> </ul>
Copywriters	<ul style="list-style-type: none"> <li>• Lead the team of copywriters to successfully deliver on targets and deadlines.</li> <li>• Support the copywriters to develop in their craft.</li> <li>• Ensure copywriters are clear about compliance and student experience standards.</li> <li>• Create a culture of accountability and success.</li> </ul>
Subject Matter Experts	<ul style="list-style-type: none"> <li>• Work closely to manage any arising content issues.</li> <li>• Extract critical, correct and compliant information relating to approvals (prior to publishing).</li> </ul>
Head of Student Services	<ul style="list-style-type: none"> <li>• Liaise with and inform as project sponsor.</li> </ul>

## 6. POSITION DIMENSIONS

**Reporting Line:** Project Manager

**Direct Reports:** 10

**Indirect Reports:** Nil

**Financial Delegation:** Nil

**Budget/Expenditure:** Nil

**Decision Making:**

- Makes decisions on complex and sensitive issues that are based on professional judgment, evaluating risks and in the context of a complex and changing environment.
- Manage functional expenditure and resourcing within relevant policy and delegation frameworks.
- Matters requiring a higher level of approval are referred to the Reporting Line Manager.

## 7. ESSENTIAL REQUIREMENTS






1. Degree in relevant discipline or equivalent skills, knowledge and experience.
2. Ability to address and meet focus capabilities as stated in the Position Description.

## 8. CAPABILITIES

Below is the full list of capabilities and the level required for this role as per the [NSW Public Sector Capability Framework](#). The capabilities **in bold** are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

Capability levels are as follows and reflect a progressive increase in complexity and skill:

Foundational > Intermediate > Adept > Advanced > Highly Advanced

CAPABILITY GROUP	NAME	LEVEL
 Personal Attributes	Display Resilience & Courage	Adept
	<b>Act with Integrity</b>	<b>Adept</b>
	Manage Self	Intermediate
	Value Diversity and Inclusion	Adept
 Relationships	<b>Communicate Effectively</b>	<b>Advanced</b>
	Commit to Customer Service	Intermediate
	<b>Work Collaboratively</b>	<b>Adept</b>
	Influence and Negotiate	Intermediate
 Results	<b>Deliver Results</b>	<b>Adept</b>
	Plan And Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	<b>Technology</b>	<b>Adept</b>
	Procurement and Contract Management	Intermediate
	Project Management	Intermediate
 People Management	<b>Manage and Develop People</b>	<b>Adept</b>
	Inspire Direction and Purpose	Adept
	<b>Optimise Business Outcomes</b>	<b>Intermediate</b>
	Manage Reform and Change	Intermediate

### FOCUS CAPABILITIES

The focus capabilities for the Content Manager are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that are expected at that level and should be reviewed in conjunction with the position's key accountabilities.

## NSW Public Sector Focus Capabilities

NSW Public Sector Capability Framework		
Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Act with Integrity	Adept	<ul style="list-style-type: none"> <li>Represent the organisation in an honest, ethical and professional way and encourage others to do so</li> <li>Act professionally and support a culture of integrity</li> <li>Identify and explain ethical issues and set an example for others to follow</li> <li>Ensure that others are aware of and understand the legislation and policy framework within which they operate</li> <li>Act to prevent and report misconduct and illegal and inappropriate behaviour</li> </ul>
<b>Relationships</b> Communicate Effectively	Advanced	<ul style="list-style-type: none"> <li>Present with credibility, engage diverse audiences and test levels of understanding</li> <li>Translate technical and complex information clearly and concisely for diverse audiences</li> <li>Create opportunities for others to contribute to discussion and debate</li> <li>Contribute to and promote information sharing across the organisation</li> <li>Manage complex communications that involve understanding and responding to multiple and divergent viewpoints</li> <li>Explore creative ways to engage diverse audiences and communicate information</li> <li>Adjust style and approach to optimise outcomes</li> <li>Write fluently and persuasively in plain English and in a range of styles and formats.</li> </ul>
<b>Relationships</b> Work Collaboratively	Adept	<ul style="list-style-type: none"> <li>Encourage a culture that recognises the value of collaboration</li> <li>Build cooperation and overcome barriers to information sharing and communication across teams and units</li> <li>Share lessons learned across teams and units</li> <li>Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work</li> <li>Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services</li> </ul>
<b>Results</b> Deliver Results	Adept	<ul style="list-style-type: none"> <li>Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes</li> <li>Make sure staff understand expected goals and acknowledge staff success in achieving these</li> <li>Identify resource needs and ensure goals are achieved within set budgets and deadlines</li> <li>Use business data to evaluate outcomes and inform continuous improvement</li> <li>Identify priorities that need to change and ensure the allocation of resources meets new business needs</li> <li>Ensure that the financial implications of changed priorities are explicit and budgeted for.</li> </ul>
<b>Business Enablers</b> Technology	Adept	<ul style="list-style-type: none"> <li>Identify opportunities to use a broad range of technologies to collaborate</li> <li>Monitor compliance with cyber security and the use of technology policies</li> <li>Identify ways to maximise the value of available technology to achieve business strategies and outcomes</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>People Management</b> Manage and Develop People	Adept	<ul style="list-style-type: none"> <li>• Monitor compliance with the organisation's records, information and knowledge management requirements</li> <li>• Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes</li> <li>• Adjust performance development processes to meet the diverse abilities and needs of individuals and teams</li> <li>• Develop work plans that consider capability, strengths and opportunities for development</li> <li>• Be aware of the influences of bias when managing team members</li> <li>• Seek feedback on own management capabilities and develop strategies to address any gaps</li> <li>• Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way</li> <li>• Monitor and report on team performance in line with established performance development frameworks</li> </ul>
<b>People Management</b> Optimise Business Outcomes	Intermediate	<ul style="list-style-type: none"> <li>• Develop team and unit plans that consider team capabilities and strengths</li> <li>• Plan and monitor resource allocation effectively to achieve team and unit objectives</li> <li>• When planning resources, consider the attraction and retention of people of diverse cultures, backgrounds and experiences</li> <li>• Ensure that team members work with a good understanding of business principles as they apply to the public sector context</li> <li>• Participate in wider organisational workforce planning to ensure that capable resources are available</li> </ul>