

Role Description

Senior Digital Marketing Advisor



Cluster	Stronger Communities
Agency	Office of Sport
Division/Branch/Unit	Office of the Chief Executive / Marketing and Communications
Role number	51000033
Classification/Grade/Band	Clerk Grade 7/8
ANZSCO Code	261212
PCAT Code	1116292
Date of Approval	23 June 2021
Agency Website	www.sport.nsw.gov.au

Agency overview

The Office of Sport is the lead NSW Government agency for sport and active recreation.

With a vision of sport and active recreation creating healthier people, connecting communities and making a stronger NSW, we provide the people of NSW with the leadership, policies, programs, funding and infrastructure necessary to maximise the social, health and economic benefits realised through this valued sector.

Our work is spread across NSW, with ten Sport and Recreation Centres, five Olympic Sport Venues and offices throughout the state.

Primary purpose of the role

The Senior Digital Marketing Advisor is responsible for the planning, development and implementation of marketing and web strategies and activities to support the priorities and objectives of the Office.

Key accountabilities

- Manage and update Office websites and digital marketing software.
- Develop and implement web and marketing campaign strategies.
- Ensure websites conform to NSW Government requirements for accessibility, content and branding, and are easy to use for clients, stakeholders and staff.
- Provide clear and expert advice, support and training to content editors, senior management and staff on digital issues including content management systems, search engine optimisation, online advertising, digital marketing and social engagement.
- Provide in-depth analysis, insights and improvements to the end-to-end online customer journey, monitoring, reporting and evaluating online activities through web analytics and other marketing tools.
- Maintain and develop positive relationships with information technology, digital and social media colleagues and external service providers to ensure seamless and integrated services.

- Provide advice on digital engagement and representation on agency and cross-government project teams.
- Support marketing campaign coordination and implementation.

Key challenges

- Operating in a high volume environment with tight and sometimes conflicting timeframes whilst maintaining high quality outputs.
- Providing high levels of customer service whilst balancing competing organisational priorities.
- Maintaining up-to-date knowledge of digital communication and marketing practices.

Key relationships

Who	Why
Internal	
Head of Marketing and Communications	<ul style="list-style-type: none"> • Escalate issues, keep informed, advise and receive instructions
Information Management Technology	<ul style="list-style-type: none"> • Keep informed and receive technical and hosting advice
Office of Sport project teams and all staff	<ul style="list-style-type: none"> • Lead or participate in projects related website and marketing activities
Marketing and Communications Branch staff	<ul style="list-style-type: none"> • Collaborate on marketing and communications activities across the Agency.
External	
Web development company	<ul style="list-style-type: none"> • Hosting, website maintenance and enhancements
Marketing suppliers and agencies	<ul style="list-style-type: none"> • Campaign and collateral development

Role dimensions

Decision making

The Senior Digital Marketing Advisor has a limited level of autonomy regarding decision making required in the planning, development and implementation of online communications strategies and activities.

Decisions on matters outside the Senior Digital Marketing Advisor's accountabilities and on issues that are contentious or sensitive and may impact on the reputation of the Agency are escalated to the Director, Communications.

Reporting line

Head of Marketing and Communications

Direct reports

2 Marketing and Communications Officers

Budget/Expenditure

Financial Delegation up to \$25,000

Key knowledge and experience

Relevant tertiary qualifications or equivalent experience, including use of digital tools, content management systems, and web development software (e.g. Drupal).

Essential requirements

National Criminal Records Check

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
	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 practicesLook for and take advantage of opportunities to learn new skills and develop strengthsShow commitment to achieving challenging goalsExamine and reflect on own performanceSeek and respond positively to constructive feedback and guidanceDemonstrate and maintain a high level of personal motivation	Adept
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none">Take responsibility for delivering high-quality customer-focused servicesDesign processes and policies based on the customer's point of view and needsUnderstand and measure what is important to customersUse data and information to monitor and improve customer service deliveryFind opportunities to cooperate with internal and external stakeholders to improve outcomes for customers	Adept

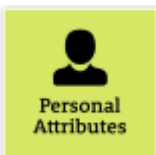
		<ul style="list-style-type: none"> • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant customers within the community 	
	Work Collaboratively Collaborate with others and value their contribution	<ul style="list-style-type: none"> • Encourage a culture that recognises the value of collaboration • Build cooperation and overcome barriers to information sharing and communication across teams and units • Share lessons learned across teams and units • Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work • Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services 	Adept
	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> • Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for 	Adept
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> • Identify the facts and type of data needed to understand a problem or explore an opportunity • Research and analyse information to make recommendations based on relevant evidence • Identify issues that may hinder the completion of tasks and find appropriate solutions • Be willing to seek input from others and share own ideas to achieve best outcomes • Generate ideas and identify ways to improve systems and processes to meet user needs 	Intermediate
	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 	Adept





		<ul style="list-style-type: none"> Monitor compliance with the organisation's records, information and knowledge management requirements 	
	Project Management Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> Perform basic research and analysis to inform and support the achievement of project deliverables Contribute to developing project documentation and resource estimates Contribute to reviews of progress, outcomes and future improvements Identify and escalate possible variances from project plans 	Intermediate
	Manage and Develop People Engage and motivate staff, and develop capability and potential in others	<ul style="list-style-type: none"> Clarify the work required, and the expected behaviours and outputs Clearly communicate team members' roles and responsibilities Contribute to developing team capability and recognise potential in people Recognise good performance, and give support and regular constructive feedback linked to development needs Identify appropriate learning opportunities for team members Create opportunities for all team members to contribute Act as a role model for inclusive behaviours and practices Recognise performance issues that need to be addressed and seek appropriate advice 	Foundational

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	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Adept

 Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
 Results	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
 Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Foundational
 People Management	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Foundational
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Foundational