

Role Description

Manager, Content and Video



Cluster	Education
Agency	NSW Department of Education
Division/Branch/Unit	Engagement Directorate/Content and Engagement Unit
Location	105 Phillip Street, Parramatta
Classification/Grade/Band	Clerk Grade 11/12
Role Number	221323
ANZSCO Code	223111
PCAT Code	1114247
Date of Approval	27 February 2020
Agency Website	www.dec.nsw.gov.au

Agency overview

The NSW Department of Education provides, funds and regulates education services for NSW students from early childhood to secondary school, delivering world-class education through its public schools and providing funding support to non-government schools. We employ, develop and support teachers, leaders and other staff to deliver the best outcomes for students and to advance the wellbeing of Aboriginal people.

Strategy and delivery division

The Strategy & Delivery division's purpose is to boost the Department's capacity to deliver improved student outcomes, while ensuring the provision of efficient and effective government services. Work of the division includes:

1. Delivery – leading the development and delivery of an evidence-based, Department-wide strategy to improve student outcomes
2. Engagement – effective communication and engagement with students, parents, communities, staff and government to help support delivery of improved student outcomes and enhance confidence in NSW public education
3. Government services – ensuring mechanisms and systems are in place to support the effective and efficient delivery of government services, ensuring appropriate risk mitigation and fraud protection
4. Delivery of special projects – including supporting improved outcomes for students with disabilities, improving our methodology for staffing schools, reducing the administrative burden on schools, and improving HR process and systems through the Human Capital Management Program.

Primary purpose of the role

Deliver the program of content for our key customer channels at a critical stage of the digital transformation of NSW Education and build our digital capabilities to ensure better outcomes for all students.

Key accountabilities

- Deliver the program of content and build our content capabilities as we transform our communications into a digital connected network focused on our customers.
- Manage and mentor a team of visual content producers to produce inspiring content which engages our community of students, staff and parents.
- Manage and develop Schools Video – our collaborative content creation and sharing platform across schools.
- Leverage data, market trends and content partnerships to inform an impactful content strategy across key customer channels
- Manage agencies to produce campaign and learning videos, livestreams and podcasts, including our technical partners for video distribution including Brightcove and Adobe AEM
- Lead content and editorial for education.nsw.gov.au

Key challenges

- Producing content at scale for our community of 2200+ schools and 800k+ students.
- Enabling schools to create high quality on brand content
- Building strategic content partnerships across government

Key relationships

Who	Why
Internal	
<ul style="list-style-type: none">• Manager, Content Strategy• Social Media Manager• Analytics lead• Product lead• Creative and Brand Manager	<ul style="list-style-type: none">• To develop content which meets the content strategy• To develop community of content creators and ensure content reflects latest trends in social media• To ensure content is data driven• To ensure content developed fits user flows and digital development• Ensure content contributes to the development of the brand and meets all relevant guidelines
External	
<ul style="list-style-type: none">• Agencies• Other Government	<ul style="list-style-type: none">• Manage SOWs with production agencies to high standards• Manage relationship with counterparts in other Govt clusters

Role dimensions

Decision making

Reporting line

Director, Content and Engagement

Direct reports

Four direct reports

Budget/Expenditure

NIL

Essential requirements





- Knowledge of and commitment to the department's Aboriginal education policies
- Working with Children Check for paid employment

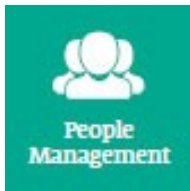
Capabilities for the role

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

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



Manage and Develop People	Intermediate
Inspire Direction and Purpose	Adept
Optimise Business Outcomes	Adept
Manage Reform and Change	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 Act with Integrity	Intermediate	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and follow legislation, rules, policies, guidelines and codes of conduct • Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct • Recognise and report misconduct, illegal or inappropriate behaviour • Report and manage apparent conflicts of interest
Personal Attributes Manage Self	Advanced	<ul style="list-style-type: none"> • Act as a professional role model for colleagues, set high personal goals and take pride in their achievement • Actively seek, reflect and act on feedback on own performance • Translate negative feedback into an opportunity to improve • Maintain a high level of personal motivation • Take the initiative and act in a decisive way
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> • Present with credibility, engage varied audiences and test levels of understanding • Translate technical and complex information concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Actively listen and encourage others to contribute inputs • Adjust style and approach to optimise outcomes • Write fluently and persuasively in a range of styles and formats

Relationships Work Collaboratively	Adept	<ul style="list-style-type: none"> • Encourage a culture of recognising the value of collaboration • Build co-operation and overcome barriers to information sharing and communication across teams/units • Share lessons learned across teams/units • Identify opportunities to work collaboratively with other teams/ units to solve issues and develop better processes and approaches to work
Results Deliver Results	Advanced	<ul style="list-style-type: none"> • Drive a culture of achievement and acknowledge input of others • 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 • Control output of business unit to ensure government outcomes are achieved within budget • Progress organisational priorities and ensure effective acquisition and use of resources • Seek and apply the expertise of key individuals to achieve organisational outcomes
Business Enablers Technology	Advanced	<ul style="list-style-type: none"> • Show commitment to the use of existing and deployment of appropriate new technologies in the workplace • Implement appropriate controls to ensure compliance with information and communications security and use policies • Maintain a level of currency regarding emerging technologies and how they might be applied to support business outcomes • Seek advice from appropriate technical experts to leverage information, communication and other technologies to achieve business outcomes • Implement and monitor appropriate records, information and knowledge management systems protocols and policies
People Management Inspire Direction and Purpose	Adept	<ul style="list-style-type: none"> • Promote a sense of purpose within the team and enable others to understand the strategic direction of the organisation • Translate broad goals into operational needs and explain the links for the team • Link team performance goals to team/unit goals to ensure implementation of government policy • Ensure team objectives and outcomes lead to implementation of government policy • Recognise and acknowledge high individual/team performance