

# Role Description

## Digital Media Assistant



Cluster	Justice
Agency	NSW Police Force
Command/Business Unit	Public Affairs Branch, Corporate Communications Unit
Location	Police Executive Office
Classification/Grade/Band	Clerk Grade 5-6
ANZSCO Code	232414
PCAT Code	1121492
NSWPF Role Number	
Date of Approval	02/02/2018
Agency Website	<a href="http://www.police.nsw.gov.au">www.police.nsw.gov.au</a>

### Agency overview

The NSW Police Force (NSWPF) vision is for a 'Safe and Secure New South Wales', which is achieved by police working with the community to reduce violence, crime and fear.

It is one of the largest police forces in the western world with more than 20,000 NSW Police Force employees, including more than 16,000 sworn officers providing a range of law and order services 24 hours a day, seven days a week to the socially, geographically and culturally diverse community of NSW.

The organisation has five function lines, based across a number of locations. Metropolitan Field Operations and Regional NSW Field Operations provide frontline services directly to the community. Investigations & Counter Terrorism provides investigative, technical and counter terrorism expertise. Specialist Support provides an operational support function along with a range of specialised services. The fifth function line, Corporate Services, provides business support services such as technology and communication, education and training and corporate human resources functions.

The NSWPF *Statement of Values* and *Code of Conduct & Ethics* outlines appropriate behaviour for all NSW Police Force staff. All employees of NSWPF are expected to ensure ethics are incorporated into all aspects of their work making ethical behaviour, practices and decision making a part of daily routine. This further extends to ensuring confidentiality and information security is maintained at all times.

Work, Health and Safety legislation requires all employees to have specific responsibilities. This role is responsible for following all NSWPF health and safety policies, and taking all reasonable care that their actions or omissions do not impact on the health and safety of others.

### Primary purpose of the role

The Digital Media Assistant provides specialist, high quality support to the Digital Media Coordinator who is responsible for the management of online content and communication via the NSW Police Force internet, social media and intranet sites. The position provides technical management of the NSW Police Force internet presence, which requires constant monitoring and updates on a daily basis. Additionally, the position will take direction from the Coordinator on special projects such as intranet design, social networking interaction and streaming media updates.

## Key accountabilities

- Utilise digital/social media resources to maximise opportunities to assist investigations, increase public confidence in police and promote the good work of the NSWPF.
- Develop compelling social media content, with a sound working knowledge of social media platforms.
- Monitor and maintain up-to-date information on the NSWPF internet site and social media networks (Facebook, Twitter, YouTube, Instagram etc) to ensure relevant information is conveyed to the public.
- Provide support to the Digital Media Coordinator through the application of specialist technical knowledge in website design and online communication.
- Provide specialist support to online NSWPF campaign and advertising via creative content curation and support, including: planning, execution and analytics.
- Quality control to ensure published content and imagery is consistent with corporate policies.
- Field enquiries from both internal and external persons relating to intranet and internet content.
- Link with other Public Affairs staff, Local Area Commands (LAC) and Specialist Units on special projects to provide technical expertise which will enhance online communication channels and media projects, ensuring a uniform look for all online content across the NSWPF.

## Key challenges

- As all information uploaded to NSWPF internet and social media sites is publically available, it is vital that proper approval procedures and policies are followed. This involves a thorough knowledge of key policy documents, as well as strong interpersonal skills to deal with all levels of the organisation.
- Technical issues are likely to occur on a daily basis. As the position is responsible for the dynamic workings of the police internet presence, the position holder must have the knowledge and flexibility to troubleshoot issues quickly and effectively.
- The community expects the internet and social media content to be innovative, dynamic and up to date. The challenge is to ensure that the police online presence remains interesting and vibrant while maintaining the highest levels of accuracy. This involves staying aware of breaking news and popular culture trends, and adapting these trends into interesting and relevant police messaging.

## Key relationships

Who	Why
<b>Ministerial</b>	
Commissioner	<ul style="list-style-type: none"> <li>• Provide advice and develop social media responses following consultation</li> <li>• Respond to enquiries, particularly by developing social media materials.</li> </ul>
<b>Internal</b>	
Manager/Coordinator	<ul style="list-style-type: none"> <li>• Provide information and seek feedback</li> <li>• Identify emerging issues/risks and their implications and propose solutions, seeking direction to implement proposed resolution</li> <li>• Seek direction, advice, support and report on progress of current social media issues and allocated projects, portfolios.</li> </ul>
Public Affairs Command Colleagues	<ul style="list-style-type: none"> <li>• Provide advice and status of current and emerging social media issues</li> <li>• Assist with workload and competing priorities across the team</li> <li>• Provide effective and valuable two way liaison</li> <li>• Maintain accountability for allocated tasks.</li> </ul>

Who	Why
NSWPF Commands	<ul style="list-style-type: none"> <li>Provision of timely and accurate advice following requests for assistance</li> <li>Develop and maintain effective working relationships</li> <li>Social media consultancy through information exchange</li> </ul>
External	
Other Government Agencies, social media organisations	<ul style="list-style-type: none"> <li>Develop constructive relationships, information exchange, liaise on issues and responses.</li> </ul>

## Role dimensions

### Decision making

The main purpose of the position is to provide support to the Digital Media Coordinator. As such, much of the high level decision making will be deferred to that position. The Assistant will have the responsibility for making decisions based on immediate website design, social media and technical issues as well as representing the Digital Media Coordinator and the Branch on cross functional project teams. This representation will require a low level of decision-making skills appropriate for immediate situations.

### Reporting line

- Manager - Corporate Communications Unit – SES Band
- Digital Media Coordinator – Clerk Grade 9-10

### Direct reports

- Nil

### Budget/Expenditure

- Nil

## Essential requirements

- Demonstrated high level oral and written communications skills.
- Knowledge of online publishing, editing and design.
- Excellent organisational and task management skills.
- Recognised qualifications (TAFE level at minimum) in communications, marketing or digital media or two years equivalent work experience.
- Broad knowledge of computer software packages relating to online publishing, design, media, audio-visual production and desktop packages as well as a knowledge of internet infrastructure.
- Familiarity with the role of online communication within an overall communication and branding strategy.
- Obtain and maintain the requisite security clearances for this position.





## 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](http://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	Foundational
	<b>Act with Integrity</b>	<b>Intermediate</b>
	Manage Self	Intermediate
	Value Diversity	Foundational
 Relationships	<b>Communicate Effectively</b>	<b>Adept</b>
	Commit to Customer Service	Intermediate
	<b>Work Collaboratively</b>	<b>Intermediate</b>
	Influence and Negotiate	Foundational
 Results	Deliver Results	Intermediate
	<b>Plan and Prioritise</b>	<b>Adept</b>
	<b>Think and Solve Problems</b>	<b>Intermediate</b>
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	<b>Project Management</b>	<b>Intermediate</b>

## 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
<b>Personal Attributes</b> Act with Integrity	Intermediate	<ul style="list-style-type: none"> <li>Represent the organisation in an honest, ethical and professional way</li> <li>Support a culture of integrity and professionalism</li> <li>Understand and follow legislation, rules, policies, guidelines and codes of conduct</li> <li>Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct</li> <li>Recognise and report misconduct, illegal or inappropriate behaviour</li> <li>Report and manage apparent conflicts of interest</li> </ul>
<b>Relationships</b> Communicate Effectively	Adept	<ul style="list-style-type: none"> <li>Tailor communication to the audience</li> <li>Clearly explain complex concepts and arguments to individuals and groups</li> <li>Monitor own and others' non-verbal cues and adapt where necessary</li> <li>Create opportunities for others to be heard</li> <li>Actively listen to others and clarify own understanding</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Relationships</b> Work Collaboratively	Intermediate	<ul style="list-style-type: none"> <li>• Write fluently in a range of styles and formats</li> </ul>
		<ul style="list-style-type: none"> <li>• Build a supportive and co-operative team environment</li> <li>• Share information and learning across teams</li> <li>• Acknowledge outcomes which were achieved by effective collaboration</li> <li>• Engage other teams/units to share information and solve issues and problems jointly</li> <li>• Support others in challenging situations</li> </ul>
<b>Results</b> Plan and Prioritise	Adept	<ul style="list-style-type: none"> <li>• Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work</li> <li>• Initiate, prioritise, consult on and develop team/unit goals, strategies and plans</li> <li>• Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses</li> <li>• Ensure current work plans and activities support and are consistent with organisational change initiatives</li> <li>• Evaluate achievements and adjust future plans accordingly</li> </ul>
<b>Results</b> Think and Solve Problems	Intermediate	<ul style="list-style-type: none"> <li>• Research and analyse information, identify interrelationships and make recommendations based on relevant evidence</li> <li>• Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options</li> <li>• Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness</li> <li>• Identify and share business process improvements to enhance effectiveness</li> </ul>
<b>Business Enablers</b> Project Management	Intermediate	<ul style="list-style-type: none"> <li>• Perform basic research and analysis which others will use to inform project directions</li> <li>• Understand project goals, steps to be undertaken and expected outcomes</li> <li>• Prepare accurate documentation to support cost or resource estimates</li> <li>• Participate and contribute to reviews of progress, outcomes and future improvements</li> <li>• Identify and escalate any possible variance from project plans</li> </ul>

## Version Control

Version	Summary of Changes	Date
V1.0	Position Description translated into Role Description template	02.02.2018