

Role Description

Media Producer



Education

Cluster	Education
Agency	NSW Department of Education
Division/Branch/Unit	Learning Improvement / Educational Standards / Curriculum Early Years & Primary Learners
Role number	234664
Classification/Grade/Band	Clerk Grade 7/8
ANZSCO Code	511112
PCAT Code	1119192
Date of Approval	16 October 2021
Agency Website	https://education.nsw.gov.au/

Agency overview

The NSW Department of Education serves the community by providing world-class education for students of all ages.

We ensure young children get the best start in life by supporting and regulating the early childhood education sector. We are the largest provider of public education in Australia with responsibility for delivering high-quality public education to two-thirds of the NSW student population. We are committed to fostering vibrant, sustainable and high-performing vocational and higher education sectors.

We are responsible for enacting NSW Government policy, driving improvement in education, and overseeing policy, funding and compliance issues relating to non-government schools. We respect and value Aboriginal and Torres Strait Islander people as First Peoples of Australia.

Primary purpose of the role

The role coordinates the design and development of innovative video learning resources delivered across multiple media outputs that support teaching and learning in NSW government schools.

Key accountabilities

- Consult with the production staff such as contracted industry professionals throughout the audio and video production process within learning resource projects.
- Design and develop innovative video learning resources that meet clients' needs.
- Execute audio and video recording sessions on location and in the studio.
- Liaise with a range of stakeholders to determine resource requirements.
- Manage and maintain project records and contribute to archiving processes and systems.
- Provide advice to senior staff on requirements for specific major projects and related matters including accessibility and quality assurance advice.
- Implement Department of Education policies, standards, and procedures for developing digital assets.

- Provide responsive, effective, accurate, and timely information to senior managers and report regularly on progress and achievements.

Key challenges

- Keeping abreast of developments in audio and video production within an online environment.
- Sensitively conducting film shoots within the access constraints of school environments.
- Working within tight deadlines and budgets.

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none"> • Ongoing communication, advice and feedback are required to ensure positive workflows and client relationships, deliverables are consistent with Departmental priorities and within the capacity of existing resources.
Team members	<ul style="list-style-type: none"> • Developing and maintaining effective working relationships to foster collaboration, consultation and engagement on audio and video production.
Stakeholders	<ul style="list-style-type: none"> • Developing an understanding of client audio and video needs, and the sensitive coordination of video shoots in a school environment with both staff and student talent.
External	
School communities	<ul style="list-style-type: none"> • Support the development and maintenance of effective working relationships to maximise educational outcomes in primary and secondary education

Role dimensions

Decision making

This role acts independently in performing its core work functions in accordance with relevant policies, procedures and guidelines. In matters that are sensitive or complex the role consults with the supervisor or manager as required.

Reporting line

This role reports to - Lead Videographer Clerk Grade 9/10

Direct reports

The role has no direct reports.

Budget/Expenditure

The role has financial delegations in accordance with the Department's policy.

Key knowledge and experience

- Have a proven working history in the production of innovative video and audio learning assets that meet clients' needs added audio to include podcasts.

- Knowledge of and commitment to implementing the Department's [Aboriginal Education Policy \(nsw.gov.au\)](https://www.nsw.gov.au/aboriginal-education-policy) and upholding the Department's [Partnership Agreement between the NSW Aboriginal Education Consultative Group Inc and the NSW Department of Education 2020-2030](#) and to ensure quality outcomes for Aboriginal people.

Essential requirements

- Hold a valid clearance to work with Children (Working with Children Check)

Capabilities for the role

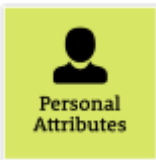
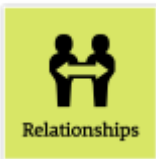
The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for 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
 Personal Attributes	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 practices Look for and take advantage of opportunities to learn new skills and develop strengths Show commitment to achieving challenging goals Examine and reflect on own performance Seek and respond positively to constructive feedback and guidance Demonstrate and maintain a high level of personal motivation 	Adept
 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> 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 	Adept

		<ul style="list-style-type: none"> • 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 	
	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 services • Design processes and policies based on the customer's point of view and needs • Understand and measure what is important to customers • Use data and information to monitor and improve customer service delivery • Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant customers within the community 	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	<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 	Adept



Understand and use available technologies to maximise efficiencies and effectiveness

- 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

Project Management

Understand and apply effective planning, coordination and control methods

- 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

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
 Personal Attributes	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
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational

