

Role Description

Internal Communications Content Creator



**Regional
NSW**

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|--------------------------------|--|
| Cluster | Regional NSW |
| Agency | Department of Regional NSW |
| Group/Division/Branch | Office of the Secretary |
| Location | Queanbeyan |
| Classification/Grade/Band | Clerk Grade 5/6 |
| Job Family (internal use only) | Adapted/Communication & Engagement/Support |
| ANZSCO Code | 212499 |
| PCAT Code | 1127392 |
| Date of Approval | June 2020 (updated January 2021) |
| Agency Website | www.regional.nsw.gov.au |

Agency overview

The Department of Regional NSW was formed in 2020 as a central agency for regional issues. The Department is responsible for building resilient regional economies and communities, strengthening primary industries, managing the use of regional land, overseeing the state's mineral and mining resources and ensuring government investment in regional NSW is fair and delivers positive outcomes for local communities and businesses.

Primary purpose of the role

The Internal Communications Content Producer provides a range of communication services to support the broader internal communications strategy of the Department of Regional NSW; helps implement communications strategies to support internal clients' activities and projects; and helps manage internal communication channels. The role is also responsible for creating content (including copywriting, infographics, shooting and editing video) for use across internal communication channels.

Key accountabilities

- Helps implement communication plans, including developing engaging content and activities aligned with identified communication strategies.
- Develops informed, engaging communication content (written and digital) for a range of communication channels including intranet, our internal social media content platform and staff emails.
- Measures and monitors internal communications channels, through web analytics and other monitoring tools, providing reports and briefs to management to inform decision making.

- Maintain an archive of design assets and resources to provide efficient and timely access for the development of new projects and meet recurring needs.
- Supports administrative functions of the team and responds to general enquiries to the team mailbox.
- Participates in systems, policy and process improvement initiatives to improve team operations.

Key challenges

- Keeping up to date with best practice to ensure the Department maximises its channels to achieve communication and business objectives.
- Working closely with staff across Regional NSW to create and disseminate relevant, timely and useful content.

Key relationships

| Who | Why |
|--|---|
| Internal | |
| Manager Corporate Communications | <ul style="list-style-type: none"> • Escalate issues and receive instructions • Receive and clarify guidance and instructions and report on progress against work plans |
| Executive | <ul style="list-style-type: none"> • Respond to requests for information or assistance and escalate sensitive issues |
| Stakeholders | <ul style="list-style-type: none"> • Manage the flow of information; seek clarification and provide advice and responses; respond to queries, identify needs, communicate services and redirect, escalate or resolve issues • Develop and maintain effective working relationships and open channels of communication |
| External | |
| Stakeholders | <ul style="list-style-type: none"> • Manage the flow of information, seek clarification and provide advice and responses; respond to and coordinate urgent requests for information |
| Senior Officers of External Agencies, Key Organisation Representatives | <ul style="list-style-type: none"> • Provide a welcoming and hospitable reception to all visitors; respond to requests for information or assistance |

Role dimensions

Decision making

- Determines and manages own work load and priorities.
- Exercises discretion in the approach and content of information, advice and recommendations provided.
- Refers to the Manager more complex issues, and confers regarding administrative policy, process and meeting logistics

Reporting line

Manager Corporate Communications

Direct reports

Nil

Budget/Expenditure

Nil

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 | Act with Integrity Be ethical and professional, and uphold and promote the public sector values | <ul style="list-style-type: none">Behave in an honest, ethical and professional wayBuild understanding of ethical behaviourFollow legislation, policies, guidelines and codes of conduct that apply to your role and organisationSpeak out against misconduct and illegal and inappropriate behaviourReport apparent conflicts of interest | Foundational |
|  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 audiencesClearly explain complex concepts and arguments to individuals and groupsCreate opportunities for others to be heard, listen attentively and encourage them to express their viewsShare information across teams and units to enable informed decision makingWrite fluently in plain English and in a range of styles and formatsUse contemporary communication channels | Foundational |

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| | | to share information, engage and interact with <u>diverse audiences</u> | |
| | Work Collaboratively Collaborate with others and value their contribution | <ul style="list-style-type: none"> • Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others | Intermediate |
|  | Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances | <ul style="list-style-type: none"> • Plan and coordinate allocated activities • Re-prioritise own work activities on a regular basis to achieve set goals • Contribute to the development of team work plans and goal setting • Understand team objectives and how own work relates to achieving these | Foundational |
| | Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | <ul style="list-style-type: none"> • Take responsibility for own actions • Be aware of delegations and act within authority levels • Be aware of team goals and their impact on work tasks • Follow safe work practices and take reasonable care of own and others' health and safety • Escalate issues when these are identified • Follow government and organisational record-keeping requirements | Foundational |
|  | Technology Understand and use available technologies to maximise efficiencies and effectiveness | <ul style="list-style-type: none"> • Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Use available technology to improve individual performance and effectiveness • Make effective use of records, information and knowledge management functions and systems • Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies | 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 | Foundational |
| | Manage Self | Show drive and motivation, an ability to self-reflect and a commitment to learning | Intermediate |
| | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Foundational |
|  Results | Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Foundational |
| | Think and Solve Problems | Think, analyse and consider the broader context to develop practical solutions | Intermediate |
|  Business Enablers | Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Intermediate |
| | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Foundational |
| | Project Management | Understand and apply effective planning, coordination and control methods | Foundational |