

# Role Description

## Manager Digital and Social Media



|                           |  |
|---------------------------|--|
| Cluster                   | Stronger Communities   |
| Agency                    | Fire and Rescue NSW (FRNSW)                                  |
| Directorate/Branch/Unit   | Media Communication and Engagement/Digital and Social Media  |
| Classification/Grade/Band | Clerk Grade 11/12  |
| Role Number               | 52020763   |
| ANZSCO Code               | 225311   |
| PCAT Code                 | 2331492  |
| Agency Website            | <a href="http://www.fire.nsw.gov.au">www.fire.nsw.gov.au</a> |

### Agency overview

Fire and Rescue NSW (FRNSW) is one of the world's largest urban fire and rescue services and is the busiest in Australia. Our overriding purpose is to enhance community safety, quality of life, and confidence by minimising the impact of hazards and emergency incidents on the people, property, environment and on the economy of NSW. Our capabilities extend far beyond fighting fires. FRNSW firefighters are among the most highly trained in the world. Our teams provide fire prevention, they respond to hazardous materials incidents, natural disasters and medical emergencies. Our teams also support counter terrorism operations and lead urban search and rescue operations. We are prepared for anything – helping anyone, anywhere, anytime.

### Primary purpose of the role

Lead impactful, audience-driven digital media strategies that uphold the agency's mission to protect lives, property, and the environment. Manage a specialised team to oversee the creation, management, and distribution of multi-channel content that informs, engages, and empowers the public while ensuring brand integrity and strategic alignment.

### Key accountabilities

- Lead a high-performing digital content team, driving workflow efficiency, innovation, and professional growth to deliver high-quality, mission-driven content on time and on budget.
- Develop innovative and impactful campaigns that translate complex safety information into accessible, relatable messaging for diverse audiences.
- Balance storytelling, technology, and public service to drive real-world impact and community engagement.
- Plan and execute seasonal content strategies across FRNSW's digital ecosystem, ensuring alignment with public safety objectives.
- Strategically manage owned digital channels including the website, intranet, social media platforms, and FR360, ensuring integration and ongoing evaluation of effectiveness.
- Collaborate with the Team Leader Social Media to refine and implement a robust strategy that enhances audience engagement and brand consistency.
- Utilise behavioural insights to shape prevention and education messaging, ensuring campaigns are research-backed and audience-specific.
- Work with IT to ensure digital systems and tools (hardware and software) are optimised, up to date, and fit for purpose.
- Lead the redevelopment of the FRNSW website, ensuring best practices in UX, SEO, and accessibility in collaboration with external suppliers and internal subject matter experts.
- Develop and implement a Digital Asset Management (DAM) system to improve asset storage, governance, and retrieval.
- Establish a system to streamline content production, job requests, workflow prioritisation, approvals and reporting.
- Maintain brand integrity in collaboration with the Manager Partnerships and Brand, ensuring compliance with government branding requirements.
- Maintain knowledge of emerging technologies and utilise new methodologies as appropriate.

## Key challenges

- Balancing competing priorities while ensuring digital strategies remain innovative, audience-focused, and aligned with FRNSW's mission.
- Navigating stakeholder relationships across various departments, government agencies, and external partners, often with differing needs and expectations.
- Leading digital transformation efforts, ensuring FRNSW adopts and optimises emerging technologies, methodologies, and best practices in digital engagement.
- Ensuring content remains relevant and impactful, using data-driven insights to anticipate evolving communication needs and audience trends.
- Safeguarding brand integrity and public trust, ensuring messaging remains clear, factual, and aligned with FRNSW's reputation.

## Key relationships

| Who  | Why   |
|--|---|
| <b>Internal</b>  |   |
| Director Media, Communications and Engagement  | <ul style="list-style-type: none"> <li>• Provide specialist advice, plans and strategies</li> <li>• Receive direction and guidance</li> <li>• Provide recommendations reports and discussion on issues</li> </ul>   |
| Digital and Social Media Team  | <ul style="list-style-type: none"> <li>• Provide direction and advice</li> <li>• Enlist subject matter expertise within the team as needed.</li> <li>• Support the strategic priorities of the organisation and branch team</li> </ul>  |
| Branch Team  | <ul style="list-style-type: none"> <li>• Work collaboratively</li> <li>• Support delivery of priorities across the branch and organisation</li> </ul>   |
| Executive Leadership Team and strategic planning and reporting areas of FRNSW  | <ul style="list-style-type: none"> <li>• To lead and provide support for integration of advice, information and issues management</li> </ul>  |
| FRNSW Managers and staff   | <ul style="list-style-type: none"> <li>• Provide advice and guidance on digital media and channels to optimise messaging and products.</li> <li>• Receive content information and material for social and other media channels</li> <li>• Identify issues and support consistency</li> </ul>  |
| Information Technology   | <ul style="list-style-type: none"> <li>• Forge and maintain close and professional relationships to manage information technology requirements including site development and new technology capability to deliver on the FRNSW digital roadmap</li> </ul>  |
| <b>External</b>  |   |
| Minister (via Manager) other government agencies, particularly other emergency services and Digital Industry leaders | <ul style="list-style-type: none"> <li>• Develop and maintain networks to exchange ideas and work on common interest digital communication services; and comply with whole of government approach</li> </ul>  |
| Other Client Groups  | <ul style="list-style-type: none"> <li>• Manage expectations in terms of request for access to FRNSW multimedia products</li> </ul>   |
| Vendors and service providers  | <ul style="list-style-type: none"> <li>• Advance FRNSW capability and access to cost efficient state of the art props and methodologies for its digital and multimedia requirements. Seek support, sponsorships and promotional channel to capitalise on opportunities and manage risks . Negotiate and manage contracts and monitor provision of service to ensure compliance</li> </ul> |

## Role dimensions

### Decision making

- This role is the subject matter expert on digital and social media for FRNSW and provides specialist advice and recommendations to a wide stakeholder base to enhance digital experience across FRNSW
- Maintains knowledge and understanding of trends and advancements in digital capability across the national and international digital environments and assesses and recommends (in consultation with IT Directorate) adding value to FRNSW.
- Ensures content is engaging, on message and consistent, requiring collaboration and the management of superior advisory services across the organisation
- Has independence and autonomy to manage work within broad framework set by the Director
- Makes day-to-day decisions on the work, projects and priorities of unit staff

**Reporting line:** Director Media, Communications and Engagement

**Direct reports:** Five (5)

**Budget/Expenditure:** As per FRNSW Delegations Manual

### Key knowledge and experience

1. Proven record of achievement in related fields
2. Demonstrated ability to lead, develop and deliver digital communication frameworks and content

### Essential requirements

1. Tertiary Qualifications or extensive relevant experience
2. Valid driver's license

### 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           |
|--|--|---|-----------------|
| <br>Personal Attributes | <b>Act with Integrity</b><br>Be ethical and professional, and uphold and promote the public sector values                        | <ul style="list-style-type: none"> <li>Represent the organisation in an honest, ethical and professional way and encourage others to do so</li> <li>Act professionally and support a culture of integrity</li> <li>Identify and explain ethical issues and set an example for others to follow</li> <li>Ensure that others are aware of and understand the legislation and policy framework within which they operate</li> <li>Act to prevent and report misconduct and illegal and inappropriate behaviour</li> </ul>  | <b>Advanced</b> |
|  | <b>Value Diversity</b><br>Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | <ul style="list-style-type: none"> <li>Promote the value of diversity and inclusive practices for the organisation, customers and stakeholders</li> <li>Demonstrate cultural sensitivity, and engage with and integrate the views of others</li> <li>Look for practical ways to resolve any barriers to including people from diverse cultures, backgrounds and experiences</li> <li>Recognise and adapt to individual abilities, differences and working styles</li> <li>Support initiatives that create a safe and equitable workplace and culture in which differences are valued</li> <li>Recognise and manage bias in interactions and decision making</li> </ul>  | <b>Adept</b>    |
| <br>Relationships     | <b>Communicate Effectively</b><br>Communicate clearly, actively listen to others, and respond with understanding and respect     | <ul style="list-style-type: none"> <li>Present with credibility, engage diverse audiences and test levels of understanding</li> <li>Translate technical and complex information clearly and concisely for diverse audiences</li> <li>Create opportunities for others to contribute to discussion and debate</li> <li>Contribute to and promote information sharing across the organisation</li> <li>Manage complex communications that involve understanding and responding to multiple and divergent viewpoints</li> <li>Explore creative ways to engage diverse audiences and communicate information</li> <li>Adjust style and approach to optimise outcomes</li> <li>Write fluently and persuasively in plain English and in a range of styles and formats</li> </ul> | <b>Advanced</b> |
|  | <b>Work Collaboratively</b><br>Collaborate with others and value their contribution  | <ul style="list-style-type: none"> <li>Encourage a culture that recognises the value of collaboration</li> <li>Build cooperation and overcome barriers to information sharing and communication across teams and units</li> <li>Share lessons learned across teams and units</li> </ul>   | <b>Adept</b>    |

## FOCUS CAPABILITIES

| Capability group/sets   | Capability name   | Behavioural Indicators   | Level           |
|---|---|--|-----------------|
|  |   | <ul style="list-style-type: none"> <li>Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work</li> <li>Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services</li> </ul>   |                 |
|   | <b>Think and Solve Problems</b><br>Think, analyse and consider the broader context to develop practical solutions     | <ul style="list-style-type: none"> <li>Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues</li> <li>Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others</li> <li>Take account of the wider business context when considering options to resolve issues</li> <li>Explore a range of possibilities and creative alternatives to contribute to system, process and business improvements</li> <li>Implement systems and processes that are underpinned by high-quality research and analysis</li> <li>Look for opportunities to design innovative solutions to meet user needs and service demands</li> <li>Evaluate the performance and effectiveness of services, policies and programs against clear criteria</li> </ul> | <b>Advanced</b> |
|   | <b>Deliver Results</b><br>Achieve results through the efficient use of resources and a commitment to quality outcomes | <ul style="list-style-type: none"> <li>Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes</li> <li>Make sure staff understand expected goals and acknowledge staff success in achieving these</li> <li>Identify resource needs and ensure goals are achieved within set budgets and deadlines</li> <li>Use business data to evaluate outcomes and inform continuous improvement</li> <li>Identify priorities that need to change and ensure the allocation of resources meets new business needs</li> <li>Ensure that the financial implications of changed priorities are explicit and budgeted for</li> </ul>   | <b>Adept</b>    |





## FOCUS CAPABILITIES

| Capability group/sets  | Capability name   | Behavioural Indicators   | Level           |
|--|---|--|-----------------|
| <br>Business Enablers | <b>Technology</b><br>Understand and use available technologies to maximise efficiencies and effectiveness                       | <ul style="list-style-type: none"> <li>• Champion the use of innovative technologies in the workplace</li> <li>• Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies</li> <li>• Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes</li> <li>• Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes</li> <li>• Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies</li> </ul>  | <b>Advanced</b> |
|  | <b>Project Management</b><br>Understand and apply procurement processes to ensure effective purchasing and contract performance | <ul style="list-style-type: none"> <li>• Understand all components of the project management process, including the need to consider change management to realise business benefits</li> <li>• Prepare clear project proposals and accurate estimates of required costs and resources</li> <li>• Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements</li> <li>• Identify and evaluate risks associated with the project and develop mitigation strategies</li> <li>• Identify and consult stakeholders to inform the project strategy</li> <li>• Communicate the project's objectives and its expected benefits</li> <li>• Monitor the completion of project milestones against goals and take necessary action</li> <li>• Evaluate progress and identify improvements to inform future projects</li> </ul> | <b>Adept</b>    |

## 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        |
| <br><b>Personal Attributes</b> | Display Resilience and Courage      | Be open and honest, prepared to express your views, and willing to accept and commit to change     | Adept        |
|   | Manage Self                         | Show drive and motivation, an ability to self-reflect and a commitment to learning                 | Adept        |
| <br><b>Relationships</b>       | Commit to Customer Service          | Provide customer-focused services in line with public sector and organisational objectives         | Advanced     |
|   | Influence and Negotiate             | Gain consensus and commitment from others, and resolve issues and conflicts                        | Adept        |
| <br><b>Results</b>             | Plan and Prioritise                 | Plan to achieve priority outcomes and respond flexibly to changing circumstances                   | Advanced     |
|   | Demonstrate Accountability          | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines     | Advanced     |
| <br><b>Business Enablers</b> | 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 | Intermediate |