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| **Cluster** | Premier and Cabinet |
| **Agency** | Department of Premier and Cabinet |
| **Division/Branch/Unit** | People and Operations Group/Employee Relations |
| **Role number** | TBC |
| **Classification/Grade/Band** | Grade 5/6 |
| **ANZSCO Code** | 561999 |
| **PCAT Code** | 1447292 |
| **Date of Approval** | June 2021 |
| **Agency Website** | www.dpc.nsw.gov.au |

Agency overview

The NSW Department of Premier and Cabinet (DPC) is the lead central agency in the NSW Government.

We support the Premier and the Special Minister of State, the Cabinet, Ministers and agencies by coordinating policies and services across government. We lead policy development, provide innovative ideas and support Government plans and projects.

Working with us will give you a broad overview in areas such as public policy formulation, public administration and state administrative matters and an opportunity to be involved in a range of state-wide policies, issues and projects.

For more information go to <http://www.dpc.nsw.gov.au/about/about_the_department>

Primary purpose of the role

The Content Coordinator assists in the creation and delivery of content to achieve targeted, engaging, relevant and effective communications on multiple digital platforms that supports the strategic aims of the Compliance Branch of Employee Relations. The role is also responsible for creating, evaluating, updating and reviewing content at all stages of the end-to-end user journey.

Key accountabilities

* Collate content for multiple digital platforms, in collaboration with subject matter experts and key stakeholders to ensure alignment with the overall Compliance strategy
* Design content to meet user needs and revise complex language and processes to ensure they are easy to understand.
* Development and publication of user-centered content for digital audiences presenting the right information in the right format for what users need
* Provide advice regarding appropriate content management systems.
* Assist in the curation and presentation of content for the Employee Relations website
* Contribute to search-friendly content, including keyword placement within copy that optimises content for indexing, ranking, click-throughs and conversions.
* Working to established timeframes and under close scrutiny, dealing with conflicting priorities and competing stakeholder expectations.

Key challenges

* Maintaining skills and knowledge of trends, emerging technologies and best practice to effectively assist in the communication of announcements and initiatives

Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager | * Receive guidance, exchange information and receive instruction |
| Employee Relations Subject Matter Experts | * Collate information to create content for on-line tools and platforms |
| **External** |  |
| Platform and software service providers | * To ensure appropriate media used for dissemination of content and to remain current |
| Users of platforms/on-line materials | * Test value and relevance of content and channels of delivery |

# Role dimensions

## Decision making

* The Content Coordinator is expected to operate with some degree of autonomy in respect to their day to day work priorities and workload management within an agreed work plan and is accountable for the quality of advice provided to their Manager and work team.
* Decisions which are referred to a supervisor include any changes to project outcomes or timeframes, issues with the potential to escalate or create precedent, matters requiring a higher administrative or financial delegation or submission to a higher level of management

## Reporting line

Reports to Manager

Key knowledge and experience

* Knowledge of a variety of content management systems.
* Experience of writing, editing and publishing digital content with experience of using content management systems and content production processes to publish content.

Essential requirements

Degree or equivalent experience in area relevant to digital design or digital education development.

# Capabilities for the role

The [NSW public sector capability framework](https://www.psc.nsw.gov.au/workforce-management/capability-framework/the-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** |
|  | **Act with Integrity**  Be ethical and professional, and uphold and promote the public sector values | | Behave in an honest, ethical and professional way  Build understanding of ethical behaviour  Follow legislation, policies, guidelines and codes of conduct that apply to your role and organisation  Speak out against misconduct and illegal and inappropriate behaviour  Report apparent conflicts of interest | Foundational |
|  | **Communicate Effectively**  Communicate clearly, actively listen to others, and respond with understanding and respect | | Focus on key points and speak in plain English  Clearly explain and present ideas and arguments  Listen to others to gain an understanding and ask appropriate, respectful questions  Promote the use of inclusive language and assist others to adjust where necessary  Monitor own and others’ non-verbal cues and adapt where necessary  Write and prepare material that is well structured and easy to follow  Communicate routine technical information clearly | Intermediate |
| **Commit to Customer Service**  Provide customer-focused services in line with public sector and organisational objectives | | Focus on providing a positive customer experience  Support a customer-focused culture in the organisation  Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers  Identify and respond quickly to customer needs  Consider customer service requirements and develop solutions to meet needs  Resolve complex customer issues and needs  Cooperate across work areas to improve outcomes for customers | Intermediate |
|  | **Plan and Prioritise**  Plan to achieve priority outcomes and respond flexibly to changing circumstances | | Understand the team and unit objectives and align operational activities accordingly  Initiate and develop team goals and plans, and use feedback to inform future planning  Respond proactively to changing circumstances and adjust plans and schedules when necessary  Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals  Accommodate and respond with initiative to changing priorities and operating environments | Intermediate |
|  | **Technology**  Understand and use available technologies to maximise efficiencies and effectiveness | | 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** |
|  | Display Resilience and Courage | | Be open and honest, prepared to express your views, and willing to accept and commit to change | Intermediate |
| 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 | Intermediate |
|  | Work Collaboratively | | Collaborate with others and value their contribution | Foundational |
| Influence and Negotiate | | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
|  | 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 | Foundational |
| Demonstrate Accountability | | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Intermediate |
|  | 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 |
| Project Management | | Understand and apply effective planning, coordination and control methods | Intermediate |