

Role Description

Digital Experience Officer



Communities
& Justice

Cluster	Stronger Communities	
Department	Department of Communities and Justice	
Division/Branch/Unit		
Location		
Classification/Grade/Band	Clerk 7/8	
Role Number	Please insert position number/s	
ANZSCO Code	HR to complete	
PCAT Code	HR to complete	
Date of Approval	HR to complete	Ref:
Agency Website	www.dcj.nsw.gov.au	

Agency overview

The Department of Communities and Justice (DCJ) is the lead agency under the Stronger Communities Cluster. DCJ works to enable everyone's right to access justice and help for families through early intervention and inclusion, with benefits for the whole community. Stronger Communities is focused on achieving safe, just, inclusive and resilient communities by providing services that are effective and responsive to community needs. For the first time, the creation of DCJ and Stronger Communities provides an opportunity to focus on prevention and early intervention across both the social welfare and justice systems.

Primary purpose of the role

Manage and deliver projects of user centric digital content enhancements that are implemented across DCJ' customer facing channels, websites and intranet, to promote the policy priorities of the Department, inform and influence the community and uphold the Department's reputation among key stakeholders.

Key accountabilities

- Deliver a user-centered approach in design perspective and practice and support end-to-end product design through discovery, framing and iterative development and delivery for the departments digital products
- Consult on the best use of information architecture, dynamic designs, online tools and other resources to deliver content that complies with accessibility requirements.
- Collaborate to understand business requirements and work closely with team members to develop solutions that ensure alignment between customer needs and expectations and product capability
- Create and implement a digital experience approach that validate designs with users to sustain a consistent user experience and ongoing maintenance of the digital products, including website and intranet.

- Maintain strong relationships with key stakeholders and provide advice on accessibility, usability, digital standards and other critical digital publishing and production topics to enhance knowledge and skills of users and colleagues
- Recommend enhancements to existing sites in order to streamline processes and improve user experience including review and analysis of user metrics
- Consult with stakeholders on content execution and content optimisation to increase engagement and lead conversion based on visitor analytics.
- Support the development of Department's digital experience framework and implement appropriate controls to ensure compliance with accessibility, information and communications security.

Key challenges

- Managing the implementation of multiple digital solutions with competing priorities and timelines, using standard content validation, usability testing, user acceptance testing, creation of implementation plans and tracking approval processes in line with the Digital style guide, policies and procedures within the constraints of legacy sites and applications.
- Working creatively and innovatively to develop digital assets that are flexible, easily maintained and reusable for other projects while developing content and interfaces which comply with digital style guide, design, usability and accessibility standards (including the Web Content Accessibility Guidelines 2.0 specification) and best practice.
- Keeping up to date with digital communication, design and development trends and emerging practices, adapting to the changing technology environment and developing new skills in utilising new applications and technologies in a fast moving technological environment given the constraints of resources and existing systems.

Key relationships

Who	Why
Internal	
Manager, Digital	<ul style="list-style-type: none"> • Report directly to Line manager • Seek direction, advice and support • Provide information and feedback
Senior Digital Officers	<ul style="list-style-type: none"> • Work closely to align work schedules and projects; provide advice on work matters and information on emerging trends issues;
Digital Development Officer	<ul style="list-style-type: none"> • Discuss work schedules and projects; provide direction relating to web development and projects; provide advice on work matters and information on emerging issues; provide guidance, support and motivation
Team Members	<ul style="list-style-type: none"> • Provide information and advice • Provide an effective and valuable two way liaison
DCJ IT Staff	<ul style="list-style-type: none"> • Build relationships with DCJ IT staff to liaise on technical development; ensure ongoing technical support
Other DCJ Divisions/DCJ Districts and	<ul style="list-style-type: none"> • Liaise to ensure the provision of timely and accurate advice when

Who	Why
Clusters	<p>requested</p> <ul style="list-style-type: none"> • Develop and maintain effective working relationships • Agree on timeframes
External	
Suppliers, Service Providers and Contractors	<ul style="list-style-type: none"> • Seek information and keep up to date with developments; procure software and services; manage contracts

Role dimensions

Decision making

The role:

- Works with some supervision carrying a level of autonomy in setting own priorities in alignment with management.
- Maintains a degree of independence to develop a suitable approach in managing its workload and provision of advice and recommendations, as well as input into the development of relevant systems and frameworks as well as team planning and projects.
- Responsible for determining own actions undertaken, within government and legislative policies, and for ensuring quality control in the implementation of own workload.
- Ensures recommendations are based on sound evidence, and at times may be required to use their judgment under pressure or in the absence of complete information or as a source of expert advice to both internal and external stakeholders.
- As necessary, consults with manager or senior staff on a suitable course of action in matters that are sensitive, high-risk or business-critical, or for those issues that have far reaching implications with respect to resources or quality advice provision.

Refer to the DCJ Delegations for specific financial and/or administrative delegations for this role.

Reporting line

Senior Digital Experience Officer

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements

- Tertiary qualifications in information technology or a related discipline and/or equivalent knowledge, skills and experience.
- Experience in leading user experience activities, digital content publishing using an enterprise content management system and application of user interface prototyping tools and desktop publishing software (such as Adobe suite).

- Strong understanding of WCAG 2.0, UX/UI principles, digital product maintenance, service design principles, SEO and information management standards.

Appointments are subject to reference checks. Some roles may also require the following checks/ clearances:

- National Criminal History Record Check in accordance with the Disability Inclusion Act 2014
- Working with Children Check clearance in accordance with the Child Protection (Working with Children) Act 2012





Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at <http://www.psc.nsw.gov.au/sector-support/capability-framework>.

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

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
Personal Attributes Act with Integrity	Intermediate	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and follow legislation, rules, policies, guidelines and codes of conduct • Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct • Recognise and report misconduct, illegal or inappropriate behaviour • Report and manage apparent conflicts of interest
Relationships Communicate Effectively	Intermediate	<ul style="list-style-type: none"> • Focus on key points and speak in 'Plain English' • Clearly explain and present ideas and arguments • Listen to others when they are speaking and ask appropriate, respectful questions • Monitor own and others' non-verbal cues and adapt where necessary • Prepare written material that is well structured and easy to follow by the intended audience • Communicate routine technical information clearly
Relationships Work Collaboratively	Intermediate	<ul style="list-style-type: none"> • Build a supportive and co-operative team environment • Share information and learning across teams • Acknowledge outcomes which were achieved by effective collaboration • Engage other teams/units to share information and solve issues and problems jointly • Support others in challenging situations
Results Deliver Results	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering on intended outcomes • Make sure team/unit staff understand expected goals and acknowledge success • Identify resource needs and ensure goals are achieved within budget and deadlines • Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes
Business Enablers Technology	Adept	<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

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business • Support compliance with the records, information and knowledge management requirements of the organisation
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Prepare clear project proposals and define scope and goals in measurable terms • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Prepare accurate estimates of costs and resources required for more complex projects • Communicate the project strategy and its expected benefits to others • Monitor the completion of project milestones against goals and initiate amendments where necessary • Evaluate progress and identify improvements to inform future projects