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| --- | --- |
| **Cluster** | Regional NSW |
| **Agency** | Department of Regional New South Wales |
| **Group/Division/Branch** | Office of the Secretary |
| **Location** | TBC |
| **Classification/Grade/Band** | Clerk Grade 5/6 |
| **Role Family** | Standard / Communication and Engagement / Delivery |
| **ANZSCO Code** | 212499 |
| **PCAT Code** | 1127392 |
| **Date of Approval** | March 2022 |
| **Agency Website** | [www.nsw.gov.au/regional-nsw](http://www.nsw.gov.au/regional-nsw) |

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

Responsible for supporting the Digital & Design team to deliver best practice footage for the Department’s content library and supporting the team to ensure the Department’s brand guidelines are met.

# Key accountabilities

* Support the Digital & Design team to deliver best practice footage for the Department’s content library and ensure the Department’s brand guidelines are met
* Manage the Department’s branding inbox, respond to queries and filter requests
* Help establish formalised systems and processes for stakeholders to request content, to ensure workload can be prioritised accordingly and content delivered to deadline
* Help manage systems and processes to most effectively create, acquire and protect footage assets, ensuring ease of access to and preservation of library collection assets
* Help create detailed briefs, and oversee footage library officers in executing them for footage selection/acquisition, using other industry and public library when required
* Ensure footage rights are appropriately manage and the content is to the Department’s standards, showcasing the best of regional NSW.

Key challenges

* Ensure all content on the DAM is appropriately archived and documented
* Multiple stakeholder needs and workload with conflicting deadlines and competing demands

Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager | * Seek guidance and provide advice with regard to information, content requirements and project requirements |
| Digital and Design team | * To support the team with needs |
| DRNSW | * Share information |
| **External** |  |
| Other state and federal government agencies | * Share information |

# Role dimensions

## Decision making

* Makes day to day decisions regarding own work and project activities
* Manages relationships with content authors and other internal stakeholders

## Reporting line

Senior Videographer

Digital and Design Manager

## Direct reports

Nil

## Budget/Expenditure

Nil

Key knowledge and experience

* Experience using DAM systems such as Brand Toolbox, Adobe etc.

Essential requirements

* Tertiary qualifications in public relations, publishing or media, or equivalent experience

# 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 | | Represent the organisation in an honest, ethical and professional way  Support a culture of integrity and professionalism  Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct  Recognise and report misconduct and illegal and inappropriate behaviour  Report and manage apparent conflicts of interest and encourage others to do so | Intermediate |
|  | **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 |
| **Work Collaboratively**  Collaborate with others and value their contribution | | 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 |
|  | **Think and Solve Problems**  Think, analyse and consider the broader context to develop practical solutions | | Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence  Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience  Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience  Seek contributions and ideas from people with diverse backgrounds and experience  Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness  Identify and share business process improvements to enhance effectiveness | Adept |
| **Demonstrate Accountability**  Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | | 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 | | Identify opportunities to use a broad range of technologies to collaborate  Monitor compliance with cyber security and the use of technology policies  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 | Adept |

# 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 | 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 |
|  | Influence and Negotiate | | Gain consensus and commitment from others, and resolve issues and conflicts | Foundational |
|  | Deliver Results | | Achieve results through the efficient use of resources and a commitment to quality outcomes | Intermediate |
| Plan and Prioritise | | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Foundational |
|  | 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 |