Role Description
Senior Multimedia Specialist

Role Description Fields	Details
Cluster	Education
Department/Agency	NSW Department of Education
Division/Branch/Unit	People, Culture and Capability
Role number	269482
Classification/Grade/Band	Clerk Grade 9/10
Senior executive work level standards	Not Applicable
ANZSCO Code	223111
PCAT Code	2 2 2 49 92
Date of Approval	12 September 2023
Agency Website	https://education.nsw.gov.au/

Agency overview

The NSW Department of Education provides, funds and regulates education services for NSW students from early childhood to secondary school, delivering world-class education through its public schools and providing funding support to non-government schools. We employ, develop and support teachers, leaders and other staff to deliver the best outcomes for students and to advance the wellbeing of Aboriginal people.

Primary purpose of the role

This role focuses on crafting visually appealing graphics and multimedia components (animations, graphics, diagrams, illustrations, motion graphics and video) to support Learning, People Culture and Capability in designing and developing learning that align with contemporary design trends and established best practices. The role requires expertise in the design and development of digital assets, especially multimedia, as well as web and graphic design experience to enhance online learning resources across the Department of Education.

Key accountabilities

- Provide expert L&D advice to the design of innovative and creative blended learning solutions, utilising modern, fit for purpose learning design techniques and methodologies to build the learning culture.
- Design visually appealing and intuitive user interfaces for eLearning courses, ensuring a seamless and engaging learning experience.
- Create wireframes, storyboards, and prototypes to communicate design ideas and concepts effectively.
- Utilize industry-standard tools such as Adobe Suite (Photoshop, Illustrator, and InDesign) to design and customize graphics, illustrations, and multimedia elements.
- Ensure consistency and quality in design across multiple projects, adhering to branding guidelines, style standards and meeting accessibility requirements (WCAG 2.1 AA).
- Work closely with learning designers and subject matter experts to design and build online digital assets.
- Produce look and feel designs, for multimedia and graphic elements for online and blended learning, based on design briefs, wireframes and storyboards.
- Manage the coordination of end-to-end production processes for all multimedia assets.

- Collaborate and contribute specialist advice to the wider learning and development team regarding content and multimedia solutions for online learning resources.

Key challenges

- Maintaining an up to date knowledge of the Department's learning needs in a constantly changing environment.
- Making the best use of emerging design methodologies and applications to develop innovative, accessible digital assets to a diverse range of stakeholders with different learning styles and capabilities.

Key relationships

Internal

Who	Why
All staff from different business units across the Department of Education	• Understand the learning needs, identify most effective medium, make learning fun and interactive, and gather feedback for continuous quality improvement to training programs

External

Who	Why
Other training providers, industry	• Understand the learning needs, identify most effective medium, make learning fun and interactive, and gather feedback for continuous quality improvement to learning resources

Role dimensions

Decision making

The role:

- acts independently in performing its core work functions and applies specialised knowledge, skills and professional judgement to achieve outcomes
- acts independently with regards to developing resources and solving problems to deliver high quality resources that meet the project outcomes and work is delivered on time

- consults with senior officers and the Director in relation to decisions that have resource implications, far reaching implications, are contentious and /or are likely to have an impact on stakeholders.

Reporting line

This role reports to the Manager, Learning Design.

Direct reports

This role has no direct reports.

Budget/Expenditure

The role has financial delegations in accordance with the Department's policy.

Key knowledge and experience

- Knowledge of and commitment to implementing the Department's Aboriginal Education Policy and upholding the Department's Partnership Agreement with the NSW AECG and to ensure quality outcomes for Aboriginal people
- Knowledge of HTML/CSS coding skills
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Essential requirements

- Holds a valid Working with Children Check for paid employment
- Relevant qualification in Multimedia Design, Graphic design or similar
- Expertise in Adobe Creative Suite
- Strong communication, interpersonal, organisational skills and extensive attention to detail
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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

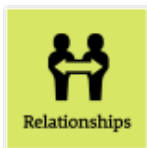| Capability group/sets	Capability name	Behavioural indicators	Level
Personal Attributes	**Manage Self** Show drive and motivation, an ability to self-reflect and a commitment to learning	• Keep up to date with relevant contemporary knowledge and practices • Look for and take advantage of opportunities to learn new skills and develop strengths • Show commitment to achieving challenging goals • Examine and reflect on own performance • Seek and respond positively to constructive feedback and guidance • Demonstrate and maintain a high level of personal motivation	Adept
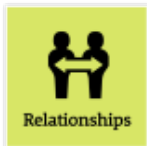
|	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Tailor communication to diverse audiences • Clearly explain complex concepts and arguments to individuals and groups • Create opportunities for others to be heard, listen attentively and encourage them to express their views • Share information across teams and units to enable informed decision making • Write fluently in plain English and in a range of styles and formats • Use contemporary communication channels to share information, engage and interact with diverse audiences	Adept
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	• Take responsibility for delivering high-quality customer-focused services • Design processes and policies based on the customer's point of view and needs • Understand and measure what is important to customers • Use data and information to monitor and improve customer service delivery • Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant customers within the community	Adept
	Work Collaboratively Collaborate with others and value their contribution	• Encourage a culture that recognises the value of collaboration • Build cooperation and overcome barriers to information sharing and communication across teams and units • Share lessons learned across teams and units • Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work • Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services	Adept
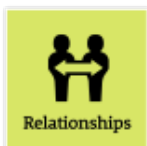
	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	• Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for	Adept
	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team and unit goals, strategies and plans • Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate outcomes and adjust future plans accordingly	Adept
	Technology Understand and use available technologies to maximise efficiencies and effectiveness	• Champion the use of innovative technologies in the workplace • Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies • Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes • Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes • Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies	Advanced

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.

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	Intermediate
Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Adept
Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
Results	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
Results	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Intermediate
Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
Business Enablers	Project Management	Understand and apply effective planning, coordination and control methods	Intermediate

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