

Role Description

Digital Producer

Cluster	Separate Agency
Agency	NSW Electoral Commission
Division/Branch/Unit	Corporate
Location	Level 25, 201 Kent Street Sydney
Classification/Grade/Band	Clerk Grade 7/8
Date of Approval	17 September 2019 (reviewed Feb 2020)
Agency Website	http://www.elections.nsw.gov.au

Agency overview

The New South Wales Electoral Commission exists to deliver trusted and independent systems, processes, oversight and engagement that support democracy in New South Wales.

Our vision is to maintain confidence in the integrity of the democratic process and make it easy for people to understand and participate.

Our work includes:

- running elections;
- communicating with and engaging the public;
- providing trusted processes for political participants (including candidates, parties, donors, third-party campaigners and lobbyists) to comply with their legal obligations, and regulating their compliance;
- supporting transparency by overseeing and publishing disclosures of political donations and expenditure and registers of political parties, candidates, agents, third-party campaigners and political lobbyists;
- advising on and advocating for improvements to legislation; and
- investigating possible offences and enforcing electoral laws.

The NSW Electoral Commission staff agency is headed by the NSW Electoral Commissioner, who also sits on the three-member NSW Electoral Commission, which enforces electoral legislation.

Our four Divisions - Elections, Funding Disclosure and Compliance, Information Services and Corporate - collaborate closely, to enable us to deliver end-to-end democratic processes and effective engagement with our stakeholders and audiences.

Our strong and positive working culture is reflected in our organisational behaviours - Collaborative, Customer-centred; Solution focused, Transparent and Responsive - and anchored in the NSW Public Service values of Integrity, Trust, Service and Accountability.

The communications business unit, which is part of the corporate division, gives centralised advice and leadership on customer-focused communications and engagement strategy. The team includes experts in external and internal communications, marketing, media, brand, creative, digital, social and stakeholder

engagement, and drives these activities to support our corporate goals. Our role is to enable everyone across the Commission to produce great communications that help our external stakeholders engage effectively with the electoral and democratic process.

Primary purpose of the role

The Digital Producer provides support, problem solving, content management, compliance and reporting for NSW Electoral Commission websites to meet the needs of user, business and legal requirements.

Key accountabilities

- **Digital production and content management of NSWEC digital assets:** Assisting with the creation and publication of day to day online content (websites and Intranet) in line with business, audience and customer needs. Contribute to content planning and management, including generating creative solutions to communications requirements and advocating for the user experience. Ensure content is user friendly and search engine optimised.
- **Managing day-to-day website analytics:** Undertaking analysis, preparing reports, and making recommendations to improve performance of NSWEC websites and enhance user experience.
- **Implement digital and website improvements:** In collaboration with the Digital Lead and the Communications Unit, implement improvements to the website including to content, navigation, tools, design and audio-visual projects to enhance user experience.
- **Ensuring compliance with web accessibility, brand and other guidelines:** Ensure that all online content meets accessibility WCAG2.0 guidelines at AA Level and that NSWEC websites are compliant with internal guidelines, legal requirements and the NSWEC brand.

Key challenges

- Managing competing requirements and business critical needs, particularly around elections, to ensure deadlines are met, including providing out-of-hours assistance. Ensuring accuracy and compliance especially for sensitive and compliance material, while always advocating for the user.
- Identifying and implementing opportunities for ongoing improvement, including contributing to web redevelopment strategy and implementing new processes when the new digital presence is launched.
- Collaborating with all parts of the organisation to ensure continuous improvement to our digital capacity.

Key relationships

Who	Why
Internal	
Manager (Digital Product Manager)	<ul style="list-style-type: none">• Receive guidance and feedback on strategy, business issues and role performance• Provide advice and recommendations on issues, risks, priorities and results
Communications Unit	<ul style="list-style-type: none">• Collaborate to bring to life communications strategies through our digital platforms
Web Producer	<ul style="list-style-type: none">• Provide support to implement NSWECs digital strategies and plans
Internal Stakeholders	<ul style="list-style-type: none">• Deliver on business and project needs accurately and on time while also providing advice and being an advocate for the user

Who	Why
IT Team/Web Developer	<ul style="list-style-type: none"> Work collaboratively with the Web Developer to develop applications, user interfaces and templates that enhance the user experience
External	
Professional networks and DCP Communities of Practice	<ul style="list-style-type: none"> Keep across digital trends and best practice to feed into suggestions for improvements to NSWEC's digital presence

Role dimensions

Decision making

The Digital Producer is responsible for decisions relating to the day-to-day management of their workload, priorities and stakeholder requirements. They use their judgment to solve problems within established frameworks including NSWEC corporate, communications and digital strategies, business, audience and legal requirements. They seek guidance from their manager and on complex or sensitive issues that are not readily resolved using existing frameworks, and where risks or breaches have been identified.

Reporting line

Digital Products Manager

Direct reports

N/A

Budget/Expenditure

N/A

Essential requirements

Relevant tertiary qualifications or equivalent professional experience.

Experience working in a fast moving web production and publishing environment with requirements for high levels of accuracy and critical timeframes.

Experience working across a range of content management systems and web based applications.

Politically neutral with no affiliation to political parties or lobbyists/third party campaigners.

Satisfactory criminal record check result.

Note: Previous applicants need not apply





Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

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

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	Adept	<ul style="list-style-type: none"> Represent the organisation in an honest, ethical and professional way and encourage others to do so Demonstrate professionalism to support a culture of integrity within the team/unit Set an example for others to follow and identify and explain ethical issues Ensure that others understand the legislation and policy framework within which they operate Act to prevent and report misconduct, illegal and inappropriate behaviour
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> Tailor communication to the audience Clearly explain complex concepts and arguments to individuals and groups Monitor own and others' non-verbal cues and adapt where necessary Create opportunities for others to be heard Actively listen to others and clarify own understanding

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Relationships Work Collaboratively	Adept	<ul style="list-style-type: none"> • Write fluently in a range of styles and formats • Encourage a culture of recognising the value of collaboration • Build co-operation and overcome barriers to information sharing and communication across teams/units • Share lessons learned across teams/units • Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work
Results Deliver Results	Intermediate	<ul style="list-style-type: none"> • Complete work tasks to agreed budgets, timeframes and standards • Take the initiative to progress and deliver own and team/unit work • Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals • Seek and apply specialist advice when required
Results Plan and Prioritise	Adept	<ul style="list-style-type: none"> • Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team/unit goals, strategies and plans • Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate achievements and adjust future plans accordingly
Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> • Research and analyse information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of option • Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness
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 • 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