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| **Cluster** | Stronger Communities  |
| **Department** | Department of Communities and Justice |
| **Division/Branch/Unit** | Corporate Services/Communications/Digital Experience |
| **Location** | TBA |
| **Classification/Grade/Band** | Clerk Grade 5/6 |
| **Role Number** | TBC |
| **ANZSCO Code** | 225311 |
| **PCAT Code** | 1221492 |
| **Date of Approval** | 13 July 2022 | REF: **Comm 041** |
| **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.

# Primary purpose of the role

Contribute to the effectiveness and efficiency of the department’s websites and intranet by providing a range of support activities including administration of content management system, content publishing, domain management, and provision of training and support for the department’s content publishers.

# Key accountabilities

* Support delivery of client-centric digital experience operational services by providing content publishing, technical support and delivering publisher training requests related to accessibility, content management, visitor analytics and website governance tools for the department’s websites and intranets.
* Support management of product backlog and testing process in alignment with the documented use cases for quality assurance, acceptance criteria and contribute to improving the service delivery operations for content publishers to self-serve the management of websites and intranet.
* Provide functional, technical and system administration support including management of system access rights and privileges to users across multiple locations, domain names management, content management systems, visitor analytics platforms and related technologies.
* Ensure that the department’s websites/intranet comply with the relevant policies and standards, branding, security, accessibility, usability and record keeping requirements.
* Use a range of visitor analytics and website governance tools to analyse and report on the performance of websites and intranet to guide product owners and product managers in the development of business cases, reporting to governance committees for necessary updates or decisions that will reduce issues and/or eliminate adverse impacts upon service delivery.
* Support creation and maintenance of operational processes, procedures, release notes and guides for maintaining domain names management, content management systems and related technologies to ensure that systems are accurately and efficiently utilised and maintained.
* Build strong working relationships and share information with content publishers, managers and staff throughout the department to keep abreast of departmental initiatives and priorities, and contribute to ensuring that information published on the department’s intranet and internet website is clear, consistent, timely, accurate and reliable.

# Key challenges

* Managing a high-volume workload for multiple audiences and content owners, in a deadline-driven, high-accountability environment in which priorities, resources and timeframes may change or conflict.
* Engaging with stakeholders throughout the department’s broad portfolio areas to understand the needs and perspectives of stakeholders and provide digital experience services that is customer centric, accessible, creative and effective while meeting objectives of the department and regulatory requirements.
* Adopting flexible and future ways of working through cross functional teams, implementing effective communications and collaboration strategies, processes and recommendations to deliver outcomes that meets stakeholder expectations in alignment with the objectives of the department.
* Keeping up to date with technological development and ensuring that the digital experience and technical development comply with the requirements of the latest Web Content Accessibility Guidelines (WCAG) and with the related legislative requirements such as Government Information Public Access (GIPA) Act, State Records Act.

Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager, Product OperationsSenior Service Delivery Officer - Product Operations  | * Direction, guidance and support.
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| Digital Experience - Product Operations teamDigital Experience - Product Management team | * Collaborate to obtain the work group perspective, share information, and influence direction to meet the Digital Experience team objectives
* Work collaboratively to contribute to achieving the team’s business outcomes
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| Communications Branch | * Work collaboratively to ensure clear, consistent, credible, timely and reliable communications activities across communication channels and departmental business areas.
* Align operational activities with the media cycle and provide consistent responses to priority issues.
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| Information and Digital Services | * Work collaboratively to ensure a cohesive approach to technical development and solution design that meets the department’s strategic communications needs.
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| Other DCJ Divisions/DCJ Districts and Clusters | * Respond to requests for assistance in a timely and professional manner.
* Liaise to ensure the provision of timely and accurate advice when requested
* Develop and maintain effective working relationships
* Agree on timeframes
 |
| **External** |  |
| Client/Customers | * Respond to requests for assistance in a timely and professional manner.
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| Vendors and service providers | * Coordinate briefing, quotation and support delivery of communication projects that are provided in whole or part by external parties, in compliance with regulatory frameworks.
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# Role dimensions

## Decision making

The role:

* Works with some supervision to set priorities of own workload in alignment with management.
* With some management guidance, develops a suitable approach in managing workload and provision of advice and input to 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 a course of action is suitable and based on sound evidence, as required to management or senior staff in the absence of complete information or where expert advice is required.

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

## Reporting line

The role reports to the Senior Service Delivery Officer.

## Direct reports

Nil

## Budget/Expenditure

Nil

Key knowledge and experience

* Strong understanding of the regulatory environment for government digital communications, including security, accessibility (including the latest Web Content Accessibility Guidelines [WCAG AA]), usability, compliance with legislative requirements, brand management and procurement
* Demonstrated experience in delivering and supporting a range of digital communications products including intranet and internet websites in a large and complex organisation.
* Demonstrated experience in content management and production with industry-standard content management systems.
* Experience in gathering, analysing and documenting business requirements for digital communications products.
* Experience in delivering training in content management systems.
* Understanding of visitor analytics, search engine optimisation, metadata and user experience design principles.

Essential requirements

* Tertiary qualifications in information technology or a related discipline and/or equivalent knowledge, skills and experience.

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](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 generally four main groups of capabilities: personal attributes, relationships, results and business enablers. 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 logo | **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 |
| Relationships logo  | **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 |
| Results logo | **Deliver Results**Achieve results through the efficient use of resources and a commitment to quality outcomes | * Seek and apply specialist advice when required
* Complete work tasks within set budgets, timeframes and standards
* Take the initiative to progress and deliver own work and that of the team or unit
* Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals
* Identify any barriers to achieving results and resolve these where possible
* Proactively change or adjust plans when needed
 | Intermediate |
| Results logo | **Think and Solve Problems**Think, analyse and consider the broader context to develop practical solutions | * Identify the facts and type of data needed to understand a problem or explore an opportunity
* Research and analyse information to make recommendations based on relevant evidence
* Identify issues that may hinder the completion of tasks and find appropriate solutions
* Be willing to seek input from others and share own ideas to achieve best outcomes
* Generate ideas and identify ways to improve systems and processes to meet user needs
 | Intermediate |
| Business Enablers logo | **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**  |
| Personal Attributes logo |  |  |  |
| 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 |
| Relationships logo  |  |  |  |
| Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Intermediate |
| Work Collaboratively | Collaborate with others and value their contribution | Intermediate |
| Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Foundational |
| Results logo |  |  |  |
| Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Foundational |
| Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Foundational |
| Business Enablers logo |  |  |  |
| 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 project planning, coordination and control methods | Intermediate |

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