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| **Portfolio**  | Communities and Justice  |
| **Department** | Department of Communities and Justice |
| **Division/Branch/Unit** | Corporate Services / Communications / Media, Social Media and Design |
| **Location** | Parramatta / Hybrid |
| **Classification/Grade/Band** | Clerk Grade 5/6 |
| **Role Number** | Various  |
| **ANZSCO Code** | 531111 |
| **PCAT Code** | 1117172 |
| **Date of Approval** | 11 February 2025 | **Ref: Comm067** |
| **Agency Website** | www.dcj.nsw.gov.au |

**Agency overview**

The Department of Communities and Justice (DCJ) is the lead agency in the Communities and Justice portfolio.  Communities and Justice aims to achieve a safe, just and inclusive New South Wales (NSW) by operating an effective legal system; increasing access to social and affordable housing; protecting children and families; addressing domestic and family violence; promoting public safety; reducing reoffending; and supporting community harmony and social cohesion.

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 by providing services that are effective and responsive to community needs.

# Primary purpose of the role

Assist with community management across DCJ social channels, and wider social listening, to create a well informed and engaged social media community.

# Key accountabilities

* Take charge of the community management of DCJ’s social media channels, including moderation and preparing responses to comments, to create an exceptional audience experience and mitigate any potential reputational risks.
* Coordinate and manage the social listening tool to ensure the Social Media team is aware of community needs, emerging issues and can respond promptly.
* Assist with the development and implementation of delivering social media policy and safety sessions to DCJ staff.
* Gather and collate information for and prepare documentation and reports on social media performance to stakeholders, as well as make recommendations for improvement.
* Coordinate and manage social content, link shortening and group inbox management.

# Key challenges

* Having an excellent knowledge of social media platforms and their community guidelines, as well as the legal and privacy implications of any breaches.
* Maintaining knowledge and understanding of DCJ programs, policies and developments and being aware of common issues and challenges in the delivery of these services.
* Establishing good working relationships with stakeholders and social media networks to meet the department’s business needs.

# Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Social Media Manager and Senior Social Media Officer | * Seek direction and guidance.
* Report on community management and social listening.
* Assist with reporting and information sessions.
* Escalate issues, propose solutions and provide updates.
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| Media team | * Support the team, delegate tasks and work collaboratively to contribute to achieving the team’s business outcomes.
* Share information and provide advice.
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| DCJ managers and staff | * Liaise to ensure the provision of timely and accurate advice when requested.
* Develop and maintain effective working relationships.
* Negotiate/agree on timeframes.
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| Clients/customers | * Monitor, address and/or escalate requests and provide services.
* Manage the flow of information, seek clarification and provide advice and responses.
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| **..External** |  |
| Social media networks | * Liaise regarding services and products; resolve any issues.
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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 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

Reports to the Manager, Social Media.

## Direct reports

Nil

## Budget/Expenditure

# Nil

# Key knowledge and experience

# Strong grasp of social media platforms, encompassing trends and storytelling techniques, along with some analytical abilities.

# Effective communication skills paired with foundational capabilities in social content ideation and execution.

# Essential requirements

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 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 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 |
| Relationships logo  | **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 |
| Results logo | **Plan and Prioritise**Plan to achieve priority outcomes and respond flexibly to changing circumstances | * Understand the team and unit objectives and align operational activities accordingly
* Initiate and develop team goals and plans, and use feedback to inform future planning
* Respond proactively to changing circumstances and adjust plans and schedules when necessary
* Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals
* Accommodate and respond with initiative to changing priorities and operating environments
 | Intermediate |
| Business Enablers logo | **Project Management**Understand and apply effective planning, coordination and control methods | * Perform basic research and analysis to inform and support the achievement of project deliverables
* Contribute to developing project documentation and resource estimates
* Contribute to reviews of progress, outcomes and future improvements
* Identify and escalate possible variances from project plans
 | Intermediate |

# 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 is 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 | Intermediate |
| 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 | Foundational |
| Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
| Results logo |  |  |  |
| Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Intermediate |
| Think and Solve Problems | Think, analyse and consider the broader context to develop practical solutions | Intermediate |
| 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 |
| Technology | Understand and use available technologies to maximise efficiencies and effectiveness | Intermediate |
| Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Foundational |