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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** | 11 July 2022 | **Ref: Comm 037** |
| **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

Support the delivery of user-centric digital content enhancements that are implemented across DCJ websites and intranet, to promote the policy priorities of the Department, inform and influence the community, and uphold the Department’s reputation among key stakeholders.

Key accountabilities

* Provide digital design support to implement user-centred design, content publishing and discovery activities aimed at understanding user needs, context and motivations
* Undertake research to validate designs and solutions with users and contribute to delivering consistent and user-friendly online services.
* Recommend changes to site content and designs through wireframes and mock-ups (in line with DCJ style guidelines and available templates)
* Develop resources and provide digital design support to implement the user-centred design and discovery activities aimed at understanding user needs, context and motivations for using the department’s digital products, including websites and Intranet.
* Collaborate with other digital staff to deliver dynamic designs and resources that ensure delivery of content is best practice and complies with accessibility requirements.
* Maintain archive of design assets, resources, standards and strategies, to provide efficient and timely access for the development of new projects, and to meet recurring needs.
* Provide day-to-day administrative and project support, including developing and monitoring digital design project plans, coordinating resources, and monitoring budgets, if applicable.
* Maintain the integrity of the NSW Government’s corporate brand to ensure consistency across all content and support maintenance of DCJ Global Experience Language.

Key challenges

* Managing a high-volume workload for multiple audiences and product 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) in making content available to all audiences including people using assistive technologies and complies with the related legislative requirements such as Government Information Public Access (GIPA) Act, State Records Act.

Key relationships

|  |  |
| --- | --- |
| **Who** | **Why** |
| **Internal** |  |
| Manager, Product Operations  Senior Online Engagement Officer – Digital Experience | * Direction, guidance and support. |
| Digital Experience - Product Operations team  Digital Experience - Product Management team | * Collaborate to obtain the work group perspective, share information, and influence direction to meet the digital communications objectives * Work collaboratively to contribute to achieving the team’s business outcomes |
| Communications Branch | * Align digital experience operational activities with the media cycle and provide consistent responses to priority issues. * Work collaboratively to ensure clear, consistent, credible, timely and reliable communications activities across communication channels and departmental business areas. |
| 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. |
| 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. |

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 provides input into 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.
* As necessary, consults with manager or senior staff on a suitable course of action in matters that are sensitive, high-risk or business-critical, or for those issues that have far-reaching implications with respect to resources or quality advice provision.

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

## Reporting line

This role reports to the Senior User Experience Design 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 latest Web Content Accessibility Guidelines [WCAG AA]), usability, compliance with legislative requirements, brand management and procurement.
* Experience in UI, visual design and UX and delivery of digital product solutions.
* Experience and examples of working in collaborative, cross-functional teams, including developers and Product Managers.

Essential requirements

* Qualifications in graphic design/communications and/or equivalent knowledge, skills and experience with demonstrated commitment to ongoing professional development.
* Portfolio of digital product design work that demonstrates complexity and broad customer experience.
* Ability to rapidly iterate on prototypes.
* Support user discovery research projects, using an industry standard approach such as service design, contextual inquiry, human-centred design, user-centred design, design thinking, usability testing, synthesizing patterns into insights.
* Proficiency in using industry standard tool such as Figma, Adobe Creative Suite or equivalent.
* Human Centred Design or Design Thinking

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 | **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 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 | 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 |
| Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Foundational |
| Results logo |  |  |  |
| 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 |
| 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 |