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| **Portfolio** | Communities and Justice  |
| **Department** | Department of Communities and Justice |
| **Division/Branch/Unit** | Corporate Services / Communications Branch / Digital Experience |
| **Location** | Parramatta  |
| **Classification/Grade/Band** | Clerk Grade 9/10 |
| **Role Number** | TBC |
| **ANZSCO Code** | 225311 |
| **PCAT Code** | 1221492 |
| **Date of Approval** | 13 May 2025 | **Ref: Comm068** |
| **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

# Lead the development and implementation of user-focused content strategies across digital platforms. The role ensures information is clear, consistent, accessible, and aligned with organisational objectives and government standards. The position also plays a key role in setting content governance frameworks, reporting and driving continuous improvement.

# Key accountabilities

* Develop and implement a content strategy aligned with departmental goals, ensuring consistency and a customer-centric approach across all website and intranet products.​
* Establish content governance standards with taxonomies, monitoring, reporting and intuitive information architecture.
* Develop and maintain strong relationships and collaborate with content authors, business units and leadership to meet content objectives.
* Adhere to industry accessibility and best practice guidelines including Web Content Accessibility (WCAG), DCJ’s Digital Design System and the NSW Digital Service Toolkit to ensure consistent and inclusive digital communications.
* Provide strategic advice on content related matters for new digital projects.
* Support and contribute to search engine optimisation (SEO), data analysis and content reviews and audits to ensure content quality and accuracy.
* Continuously improve content, content standards, guidelines and training materials.

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# 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 of websites and intranet support 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 etc.

# Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager, Product Management | * Direction, guidance and support.
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| Direct Reports | * Provide advice, guidance, information; monitor and direct work; determine priorities; support professional development; manage performance.
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| Digital Experience Unit | * 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.
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| Departmental executive and staff | * Advise the department’s divisions and business areas about audience-appropriate and cost-effective digital experience strategy, plans, tactics and evaluation.
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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 Digital Experience Unit 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, 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; provide advice on all digital matters.
* Develop and maintain effective working relationships
* Negotiate/agree on timeframes.
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| **External** |  |
| Client/Customers | * Respond to requests for assistance in a timely and professional manner.
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| Vendors and service providers | * Manage briefing, quotation and 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:

* Carries a high level of autonomy in setting own priorities, and those of any staff/project staff supervised, in alignment with management.
* Maintains a degree of independence to develop a suitable approach in managing the workload, as well as that of supervised staff, and provision of advice and recommendations as well as input to the development of relevant systems, frameworks, team planning and projects.
* Determines own actions undertaken, within government and legislative policies, and for ensuring quality control in the implementation of own, and any staff supervised, workload.
* Ensures recommendations are based on sound evidence, but at times may be required to use their judgment under pressure or in the absence of complete information or as a source of expert advice to internal stakeholders across the Department as well as externally to Ministerial level.
* As necessary, consults with management 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.

## Reporting line

## The role reports to the Manager, Product Management.

## Direct reports

Up to 2 direct reports.

## Budget/Expenditure

Nil

# Key knowledge and experience

* Demonstrated experience in leading content strategy initiatives within a government or large organisational context.
* Demonstrated experience in content management and production with industry-standard content management systems.
* Experience in building strong stakeholder relationships across the organisation.
* Understanding of visitor analytics, search engine optimisation, metadata and user experience design principles.

# Essential requirements

* Tertiary qualifications in Information and Digital Technology, Digital Communications or equivalent related discipline and/or equivalent knowledge, skills and experience.
* Strong understanding of the regulatory environment for government digital communications, including security, accessibility (including Web Content Accessibility Guidelines [WCAG AA]), usability, compliance with legislative requirements, brand management and procurement.

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 | **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 |
| Relationships logo  | **Communicate Effectively**Communicate clearly, actively listen to others, and respond with understanding and respect | * Present with credibility, engage diverse audiences and test levels of understanding
* Translate technical and complex information clearly and concisely for diverse audiences
* Create opportunities for others to contribute to discussion and debate
* Contribute to and promote information sharing across the organisation
* Manage complex communications that involve understanding and responding to multiple and divergent viewpoints
* Explore creative ways to engage diverse audiences and communicate information
* Adjust style and approach to optimise outcomes
* Write fluently and persuasively in plain English and in a range of styles and formats
 | Advanced |
| Relationships logo  | **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 |
| Relationships logo  | **Influence and Negotiate**Gain consensus and commitment from others, and resolve issues and conflicts | * Negotiate from an informed and credible position
* Lead and facilitate productive discussions with staff and stakeholders
* Encourage others to talk, share and debate ideas to achieve a consensus
* Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes
* Influence others with a fair and considered approach and sound arguments
* Show sensitivity and understanding in resolving conflicts and differences
* Manage challenging relationships with internal and external stakeholders
* Anticipate and minimise conflict
 | Adept |
| Results logo | **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 accordingly
 | Adept |
| Results logo | **Think and Solve Problems**Think, analyse and consider the broader context to develop practical solutions | * Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues
* Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others
* Take account of the wider business context when considering options to resolve issues
* Explore a range of possibilities and creative alternatives to contribute to system, process and business improvements
* Implement systems and processes that are underpinned by high- quality research and analysis
* Look for opportunities to design innovative solutions to meet user needs and service demands
* Evaluate the performance and effectiveness of services, policies and programs against clear criteria
 | Advanced |
| 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
 | Intermediate |
| Business Enablers logo | **Project Management**Understand and apply effective planning, coordination and control methods | * Prepare and review project scope and business cases for projects with multiple interdependencies
* Access key subject-matter experts’ knowledge to inform project plans and directions
* Design and implement effective stakeholder engagement and communications strategies for all project stages
* Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning
* Develop effective strategies to remedy variances from project plans and minimise impact
* Manage transitions between project stages and ensure that changes are consistent with organisational goals
* Participate in governance processes such as project steering groups
 | Intermediate |
| People Management logo | **Manage and Develop People**Engage and motivate staff, and develop capability and potential in others | * Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes
* Adjust performance development processes to meet the diverse abilities and needs of individuals and teams
* Develop work plans that consider capability, strengths and opportunities for development
* Be aware of the influences of bias when managing team members
* Seek feedback on own management capabilities and develop strategies to address any gaps
* Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way
* Monitor and report on team performance in line with established performance development frameworks
 | 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 | Adept |
| Act with Integrity | Be ethical and professional, and uphold and promote the public sector values | Adept |
| Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
| Relationships logo  |  |  |  |
| Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Adept |
| Results logo |  |  |  |
| Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Adept |
| Demonstrate Accountability | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Adept |
| Business Enablers logo |  |  |  |
| Finance | Understand and apply financial processes to achieve value for money and minimise financial risk | Intermediate |
| Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |
| People Management logo |  |  |  |
| Inspire Direction and Purpose | Communicate goals, priorities and vision, and recognise achievements | Intermediate |
| Optimise Business Outcomes | Manage people and resources effectively to achieve public value | Intermediate |
| Manage Reform and Change | Support, promote and champion change, and assist others to engage with change | Intermediate |