

ROLE DESCRIPTION

Product Delivery Officer



Cluster	Stronger Communities	
Department	Department of Communities and Justice	
Division/Branch/Unit	Corporate Services/Communications/Digital Experience	
Location	Parramatta	
Classification/Grade/Band	Clerk Grade 7/8	
Role Number	TBA	
ANZSCO Code	225311	
PCAT Code	1221492	
Date of Approval	3 April 2025	Ref: Comm 029
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

Partner with stakeholders across the department for the delivery of accessible, customer centric digital products to achieve the organisational objectives and customer service excellence.

Key accountabilities

- Provide a range of digital project services, including stakeholder engagement and management, documenting business requirements, preparing and implementing project plans, validating product features and resolving project issues within the constraints of time, budget and stakeholder expectations.
- In collaboration with the Digital Experience Unit, implement improvements within project scopes to the department's websites and intranets including content design, navigation, tools and other functionalities to enhance user experience.
- Implementation and execution of quality assurance procedures to support the standards of major project delivery
- Prepare and maintain documentation for reporting, monitoring and evaluation purposes to ensure accessibility of quality information and contribute to the achievement of digital project outcomes.
- Ensure that the department's websites and intranet comply with department and government policies and standards, security, accessibility, usability and branding requirements as part of project objectives
- Support the operation of governance committees by contributing to an outcome oriented agile product roadmap and assisting stakeholders to identify project scopes that supports the business and organisational objectives.

- Build strong key stakeholder relationships based on open and regular discussions and actively seek feedback to identify, develop and implement innovative best practice digital experience solutions that ensure information published on the department's websites and intranet is clear, consistent, timely, accurate, accessible and reliable.
- Advise staff at various levels throughout the department on digital experience strategies and tactics that promote and create understanding of the department's programs, services and information for internal and external audiences.

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 effectively support 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 etc.

Key relationships

Who	Why
Internal	
Manager, Product Delivery Senior Product Delivery Officer	<ul style="list-style-type: none"> • Direction, guidance and support.
Digital Experience Unit	<ul style="list-style-type: none"> • Collaborate to obtain the work group perspective, share information, and influence direction to meet the digital experience objectives. • Work collaboratively to contribute to achieving the team's business outcomes.
Departmental executive and staff	<ul style="list-style-type: none"> • Advise the department's divisions and business areas about audience-appropriate and cost-effective digital experience strategy, plans, tactics and evaluation.
Communications Branch	<ul style="list-style-type: none"> • Work collaboratively to ensure technical development and solution design meets the department's strategic communications needs. • Align Digital Experience Unit activities with the media cycle and provide consistent responses to priority issues.

Who	Why
Information and Digital Services	<ul style="list-style-type: none"> • Work collaboratively to ensure a cohesive approach to technical development and solution design that meets the department's strategic communications needs.
Other DCJ Divisions, Districts and Clusters	<ul style="list-style-type: none"> • 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.
External	
Client/Customers	<ul style="list-style-type: none"> • Respond to requests for assistance in a timely and professional manner.
Vendors and service providers	<ul style="list-style-type: none"> • Manage briefing, quotation and delivery of digital experience projects that are provided in whole or part by external parties, in compliance with regulatory frameworks.

Role dimensions

Decision making

The role:

- This role 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 DCJ corporate, communications and digital strategies, business, audience and legal requirements. They seek guidance from their supervisor on complex or sensitive issues that are not readily resolved using existing frameworks, and where risks or breaches have been identified.
- 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.

Reporting line

The position reports to the Manager, Product Delivery.

Direct reports

Nil

Budget/Expenditure

Nil

Key Knowledge & Experience

- Demonstrated experience in developing and implementing a range of digital communications products including websites and intranet 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 building strong stakeholder relationships.
- 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 latest 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 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	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> • 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	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • 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	Work Collaboratively Collaborate with others and value their contribution	<ul style="list-style-type: none"> • 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	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	<ul style="list-style-type: none"> • Use facts, knowledge and experience to support recommendations • Work towards positive and mutually satisfactory outcomes 	Intermediate

FOCUS CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> Identify and resolve issues in discussion with other staff and stakeholders Identify others' concerns and expectations Respond constructively to conflict and disagreements and be open to compromise Keep discussions focused on the key issues 	
	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> 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 plans accordingly 	Adept
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> Research and apply critical- thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience Seek contributions and ideas from people with diverse backgrounds and experience Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness Identify and share business process improvements to enhance effectiveness 	Adept
	Technology Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> Identify opportunities to use a broad range of technologies to collaborate Monitor compliance with cyber security and the use of technology policies 	Adept





FOCUS CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
		<ul style="list-style-type: none"> 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 	
	Project Management Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> Understand all components of the project management process, including the need to consider change management to realise business benefits Prepare clear project proposals and accurate estimates of required costs and resources Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Identify and evaluate risks associated with the project and develop mitigation strategies Identify and consult stakeholders to inform the project strategy Communicate the project's objectives and its expected benefits Monitor the completion of project milestones against goals and take necessary action Evaluate progress and identify improvements to inform future projects 	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	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Intermediate
 Results	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	Intermediate
 Business Enablers	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