

Role Description

Manager Digital and Brand



Role Description Fields	Details
Department/Agency	NSW Reconstruction Authority
Division/Branch/Unit	Coordination and Engagement / Communications and Engagement / Digital Communication
Role number	To be created
Classification/Grade/Band	Clerk Grade 11/12
OSCA Code	242133
PCAT Code	119192
Date of Approval	September 2026
Agency Website	https://www.nsw.gov.au/departments-and-agencies/nsw-reconstruction-authority

Agency overview

The NSW Reconstruction Authority (RA) is an executive agency within the Premier's Department, established to strengthen the State's capability to anticipate, withstand, and recover from disasters.

The RA plays a central leadership role in shaping how New South Wales prepares for and responds to disruptive events. This includes driving strategic planning and preparedness across government, industry, and communities to reduce disaster risk and minimise impacts before they occur.

In the aftermath of disasters, the RA leads the coordination of recovery and reconstruction efforts, ensuring rapid mobilisation, clear accountability, and alignment across agencies and stakeholders. The Authority works to restore communities efficiently and effectively, while embedding resilience to support faster, more sustainable recovery for New South Wales.

Primary purpose of the role

The Manager Digital and Brand leads the agency's digital communication function, providing strategic leadership and oversight of digital content, channels, platforms and technologies to support organisational objectives and community engagement outcomes.

The role is responsible for leading a specialised team to deliver high-quality, audience-focused and accessible digital experiences across the agency's websites, social media channels and other digital platforms, while ensuring compliance with government standards, brand integrity, and best practice in user experience, content design and digital communication.

The position also drives the development and implementation of the agency's digital communications strategy, oversees digital projects and systems, leads brand identity work, and works collaboratively with internal and external stakeholders to optimise digital capability, performance and continuous improvement.

Key accountabilities

• Lead and manage the Digital Content team, building capability, fostering innovation and continuous improvement, and ensuring the efficient delivery of high-quality communication products and services within approved budgets and timeframes.
• Manage the setup, integration, maintenance and continuous improvement of the platforms and systems that house digital content, working with ICT, vendors and stakeholders to ensure solutions remain secure, compliant, accessible, current and fit for purpose.
• Lead and oversee digital projects, applying best-practice project management to ensure effective resourcing and delivery within approved plans, budgets and timeframes, working with ICT as required.
• Oversee the agency's social media and content creation capability, ensuring the delivery of engaging, audience-focused and accessible content that balances storytelling, technology and public service to achieve communication, service delivery and community engagement outcomes.
• Lead the development, implementation and continuous improvement of the agency's digital communications strategy, ensuring digital channels and content support organisational priorities, policy objectives and community engagement priorities.
• Develop and maintain productive relationships with internal and external stakeholders, including government agencies, ICT providers and contracted suppliers, through effective communication, negotiation and issue resolution to achieve organisational outcomes.
• Provide expert advice on current and emerging web, mobile and digital technologies, user experience and content to deliver compliant, accessible and high-performing solutions aligned with government standards and organisational priorities.
• Oversee digital content and channel management, embedding continuous improvement through the use of analytics, reporting and insights. • Lead the agency's digital brand governance function, ensuring compliance with government branding requirements, and drive continuous improvement through performance monitoring, analytics, reporting and insights.

Key challenges

• Leading digital transformation efforts, ensuring the RA adopts and optimises emerging technologies, methodologies, and best practices in digital engagement.
• Delivering efficient, audience-focused outcomes across a complex portfolio in a high-volume, fast-changing environment with competing priorities.
• Identifying risks, issues and interdependencies that impact team and agency outcomes, and developing practical solutions to support effective implementation

Key relationships

Internal

Who	Why
Manager	• Escalate issues, keep informed, receive guidance and instructions and contribute to decision making • Participate in meetings and discussions to share information, provide advice, input and feedback • Identify sensitive issues, risk & opportunities and recommend potential solutions • Provide regular updates on key projects/programs and priorities
Direct report/s	• Inspire, guide, support, motivate, coach, mentor, develop and manage performance • Review work and proposals to ensure integrity and accountability of decision making • Provide own perspective and share information • Demonstrate the importance of and work collaboratively with to achieve outcomes
Work team	• Guide, support, coach and mentor team members • Support team members and work collaboratively to contribute to achieving business outcomes • Participate in discussions and decisions regarding resolution of issues and implementation of innovation and best practice • Represent work group perspective and share information • Review work and proposals of team members
Customers / Stakeholders	• Manage the flow of information, seek clarification, and provide customer focused advice and responses to ensure prompt resolution of issues • Articulate the needs and requirements of the service and collaborate with to negotiate solutions, provide expert customer focused advice and regular updates • Address/respond to queries to provide advice where possible, or redirect to relevant party for review and resolution • Optimise engagement to achieve defined outcomes and manage expectations

External

Who	Why
Customers / Stakeholders	• Respond and resolve queries, provide information and/or resources or redirect to the appropriate person or business unit if required • Develop and maintain effective working relationships and open channels of communication to provide and obtain information, and ensure effective management and implementation of expectations and standards • Engage with, consult, seek clarification and provide customer focused advice and responses to ensure the prompt resolution of issues

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Executive. It refers to the Executive decisions that require significant change to program outcomes or timeframes or are likely to escalate. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes. This role submits reports, business cases and other forms of written advice with minimal input from the Director.

Reporting line

Director, Communications & Engagement

Direct reports

Up to 4 direct reports

Budget/Expenditure

- Financial Delegation: As per agency financial delegations.
- Administrative Delegation: As per agency delegations' manual.

Key knowledge and experience

- Extensive experience leading a team of website communication and digital channel specialists in the coordination of content, user experience and technical enhancements.
- Prior experience or knowledge in the management of design and brand

Essential requirements

- Tertiary qualifications in communications, digital management, marketing or related discipline and/or relevant extensive work experience.

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.

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal Attributes	Manage Self Be persistent, self-reflect and commit to learning	- Keep up to date with contemporary knowledge and practices - Seek and take advantage of opportunities to learn and apply new skills - Commit to achieving challenging goals - Seek and respond positively to constructive feedback and advice - Examine and reflect on your performance	Adept
 Relationships	Communicate Effectively Communicate clearly, pay attention to others and respond with understanding and respect	- Present with credibility, engage diverse audiences and test whether they understand you - Translate technical and complex information clearly and concisely for different audiences - Create opportunities for others to contribute to discussion and debate - Set an example by promoting information sharing across your organisation - Manage complex communications that involve understanding and responding to multiple and divergent viewpoints - Explore creative ways to share information and communicate with diverse audiences - Leverage insights from people with lived experience to shape communication and engagement strategies - Write clearly, concisely and persuasively in a range of styles and formats	Advanced
 Relationships	Work Collaboratively Collaborate with others and value their contribution	- Recognise when effective collaboration between teams leads to achieving outcomes - Communicate with others in your organisation and across government to improve information sharing and collaboration - Facilitate opportunities to collaborate with stakeholders to develop solutions together - Network widely across government and other organisations to increase opportunities to collaborate - Encourage others to use appropriate ways and tools to collaborate, including digital technology - Encourage diverse cultural perspectives in developing strong team relationships	Advanced
 Results	Deliver Results Achieve results by using resources efficiently and committing to quality outcomes	- Use your own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes - Ensure staff understand expected goals and acknowledge staff success in achieving these	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
		- Identify the resources people need and ensure goals are achieved within budget and on time - Use business data to evaluate outcomes and inform continuous improvement - Identify priorities that need to change and ensure the way resources are allocated meets new business needs - Ensure you budget for and clearly state the financial impacts of new priorities	
 Results	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	- Undertake objective, critical analysis to reach accurate conclusions that recognise and manage contextual issues - Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others - Consider the wider business context when thinking about options to resolve issues - Explore a range of possibilities and creative alternatives to improve systems, processes and business practices - Put systems and processes in place that are supported by high-quality research and analysis - Look for opportunities to design innovative solutions to meet customers' needs and service demands - Evaluate the performance and effectiveness of services, policies and programs against clear criteria	Advanced
 Business Enablers	Technology Understand and use available technology to maximise efficiencies and effectiveness	- Promote using creative and accessible technology in your organisation - Actively manage risk to ensure compliance with cyber security and acceptable use of technology, including record keeping, cybersecurity, privacy, and responsible artificial intelligence use - Keep up to date with new technology and technological trends to understand how using them can support business outcomes - Seek advice from appropriate subject matter experts about using technology to achieve business strategies and outcomes - Lead the appropriate use of digital systems, ensuring outputs are aligned with legal, ethical, and organisational standards	Advanced

Capability group/sets	Capability name	Behavioural indicators	Level
 Business Enablers	Project Management Understand and use effective ways to plan, coordinate and control projects	• Prepare and review project scope and business cases for projects with multiple interdependencies • Use key subject matter experts' knowledge to inform project plans and directions • Design and implement effective stakeholder communication strategies for all project stages • Monitor project completion and implement effective and rigorous project evaluation methodologies to inform future planning • Develop strategies to correct projects if they vary from their plans • Manage transitions between project stages and ensure any changes to projects are consistent with organisational goals • Participate in governance processes, such as project steering groups	Advanced
 People Management	Manage and Develop People Engage with and motivate staff, and develop their capability and potential	• Refine roles and responsibilities over time to achieve better business outcomes • Recognise talent, develop team capability and succession plan • Coach and mentor staff and encourage professional development and continuous learning • Prioritise dealing with team and individual performance issues and ensure your organisation uses a consistent approach • Implement performance development frameworks to align workforce capability with your organisation's current and future priorities and objectives • Develop systems to promote cultural capability as a means of ensuring the cultural safety of all colleagues	Advanced

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identify 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.

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Display Resilience & Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Adept
 Personal Attributes	Value Diversity and Inclusion	Be inclusive and respect diverse backgrounds, experiences and perspectives	Adept
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
 Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
 Results	Demonstrate Accountability	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Adept

Capability group/sets	Capability name	Description	Level
 Business Enablers	Finance	Understand and apply financial processes to get value for money and minimise financial risk	Adept
 Business Enablers	Procurement and Contract Management	Understand and use procurement processes to ensure effective purchasing and contract performance	Intermediate
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Adept
 People Management	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Intermediate