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| **Cluster** | Climate Change, Energy, The Environment and Water |
| **Agency** | Department of Climate Change, Energy, the Environment and Water (DCCEEW) |
| **Division/Branch/Unit** | National Parks & Wildlife Service / Business Delivery / Policy and Engagement Branch / Education and Volunteer Programs Unit |
| **Location** | Parramatta |
| **Classification/Grade/Band** | Clerk Grade 7/8 |
| **Role Number** | Generic |
| **ANZSCO Code** | 511112 |
| **PCAT Code** | 3227292 |
| **Date of Approval** | June 2024 (updated from January 2022; and July 2017, September 2023) |
| **Agency Website** | www.nationalparks.nsw.gov.au & www.dpe.nsw.gov.au |

*Ensuring a sustainable NSW through climate change and energy action, water management, environment and heritage conservation and protection.*

**Who we are**

The NSW Department of Climate Change, Energy, the Environment and Water (DCCEEW) works to protect the state’s environment and heritage. It leads the way on climate change, driving the sustainable transition to a net zero economy, powered by affordable, reliable, and clean energy.

NSW DCCEEW conserves and protects the state’s natural environment. It manages the NSW national park estate, including its rich and diverse biodiversity and Aboriginal cultural heritage for future generations. DCCEEW also ensures sustainable management of water resources across the state, to support the environment, communities and industry.

We acknowledge the ongoing custodial responsibilities of the Aboriginal peoples of NSW to care for Country and water and are committed to establishing meaningful partnerships with Aboriginal peoples in the management of the environment.

**National Parks & Wildlife Service overview**

National Parks & Wildlife Service (NPWS) is one of the world’s oldest and most respected national parks agencies.  We manage more than 890 national parks and reserves, covering over 7.6 million hectares or 9.5% of the landmass of NSW ranging from rainforests and towering eucalypt forests to rich woodlands, spectacular deserts and precious alpine systems. We deliver effective conservation for our biodiversity and cultural heritage and provide world class visitor experiences for the whole community to enjoy. We carry out fire management, threatened species conservation, land and infrastructure management, sustainable tourism and visitation, and research and education programs. We work together with Aboriginal communities to manage and protect our parks on behalf of the people of NSW.

Primary purpose of the role

Coordinate the development and implementation of innovative student, schools and visitor education programs, in partnership with internal and external suppliers to achieve sustainable visitation, increased knowledge of NPWS’ natural, cultural and heritage assets, and to enhance the overall visitor experience.

# Key accountabilities

* Coordinate the development and implementation of innovative student, schools and visitor education programs, in partnership with internal and external providers.
* Contribute to the development, implementation and evaluation of the NPWS Education Strategy.
* Coordinate the development and implementation of contemporary education resources to support the delivery of consistent and integrated education programs across NPWS, utilising new technologies, including online/digital applications and platforms.
* Contribute to the development and implementation of targeted marketing, promotion and communication strategies for all education programs and activities, ensuring optimisation of content across multiple digital channels, including online, mobile and social media platforms.
* Establish and maintain relationships with industry and other external education providers to identify and capitalise on synergies and to ensure external services are provided to standards and expectations set by NPWS; and attend relevant education forums including meetings, conferences, workshops, committees and working groups, both government and private sector organisations to drive an integrated approach to learning through the visitor education experience.
* Support the collection and analysis of suitable and effective sets of performance and assessment measures and indicators consistent with industry standards for all education programs.
* Recommend changes to programs and education materials based on assessment and analysis of performance measures, customer feedback and research into current education methods and techniques to enhance customer and visitor experiences.
* Contribute to project planning, scoping and management including maintaining project management systems, processes and reporting.

Key challenges

* Supporting the development and implementation of comprehensive and cohesive education and information training programs within a complex and dynamic environment, including delivery and assessment methods to a geographically dispersed client base with often disparate education and information needs.
* Maintaining current skills and knowledge of contemporary trends and developments in education delivery, including utilisation of effective marketing and promotional channels, all of whom are subject to rapid change and development.
* Balancing the demands of delivering projects, meeting deadlines and achieving milestones, to the required quality standards and targets, and within budget.

Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager | Receive and clarify guidance and instructions, and report on progress against work plans  Escalate and discuss issues |
| Work team | Work collaboratively to contribute to achieving business outcomes  Participate in meetings, share information and provide input on issues  Foster effective working relationships to facilitate opportunities  for engagement, consultation, issue resolution and information sharing. |
| Stakeholders | Foster effective working relationships  Provide advice, guidance, and facilitate issue resolution |
| **External** |  |
| External Organisations and Stakeholders | Develop and maintain effective relationships with stakeholders and explore collaborative marketing opportunities and other partnerships to promote the products, services and programs of NPWS. |

# Role dimensions

## Decision making

The Education Officer:

* receives advice and guidance from the Manager but has responsibility for setting own work priorities within the overall agreed work program
* is required to comply with legislative, regulatory and policy frameworks and administrative requirements

## Reporting line

Senior Education Officer

## Direct reports

Nil

## Budget/Expenditure

Nil

Essential requirements

* This is an Identified role under Section 14d of the Anti-Discrimination Act 1977 and as such Aboriginality is an essential requirement of the role. Aboriginal identified positions are developed where Aboriginal identity, cultural knowledge or connections are a genuine aspect of the role. Positions are specifically noted under the provisions of the NSW Anti-discrimination Act (1977) for Aboriginal people who meet the following criteria:
  + is of Aboriginal and/or Torres Strait Islander descent, and
  + identifies as an Aboriginal and/or Torres Strait Islander person, and
  + is accepted as such by the Aboriginal and/or Torres Strait Islander community.
* A Working with Children Check is an essential requirement for this role. The role has been identified as requiring a check in keeping with the Child Protection (Working With Children) Act 2012**.**
* Extensive experience in the development, delivery, assessment and enhancement of contemporary learning and education methodologies, with proven expertise in the use of innovative technologies, especially online/digital applications and platforms.
* Demonstrated expertise in the development and delivery of effective marketing programs across multiple channels and platforms to engage the education sector, enhance the visitor experience and promote NPWS education programs, products and services.
* Current NSW Drivers Licence.

# 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.

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| **Capability group/sets** | **Capability name** | **Behavioural indicators** | **Level** |
| personal-attributes | **Display Resilience and Courage**  Be open and honest, prepared to express your views, and willing to accept and commit to change | Be flexible, show initiative and respond quickly when situations change  Give frank and honest feedback and advice  Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately  Raise and work through challenging issues and seek alternatives  Remain composed and calm under pressure and in challenging situations | Adept |
| relationships | **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 | **Commit to Customer Service**  Provide customer-focused services in line with public sector and organisational objectives | Focus on providing a positive customer experience  Support a customer-focused culture in the organisation  Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers  Identify and respond quickly to customer needs  Consider customer service requirements and develop solutions to meet needs  Resolve complex customer issues and needs  Cooperate across work areas to improve outcomes for customers | Intermediate |
| relationships | **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 | **Think and Solve Problems**  Think, analyse and consider the broader context to develop practical solutions | 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 |
| business-enablers | **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 are not relevant for recruitment purposes however may be relevant for future career development.

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| **Capability group/sets** | **Capability name** | **Description** | **Level** |
| personal-attributes | Act with Integrity | Be ethical and professional, and uphold and promote the public sector values | Intermediate |
| personal-attributes | Manage Self | Show drive and motivation, an ability to self-reflect and a commitment to learning | Intermediate |
| personal-attributes | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
| relationships | Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
| results | Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | Adept |
| results | Plan and Prioritise | Plan to achieve priority outcomes and respond flexibly to changing circumstances | Intermediate |
| results | 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 | Foundational |
| business-enablers | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Foundational |
| business-enablers | Project Management | Understand and apply effective planning, coordination and control methods | Intermediate |