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| **Cluster** | **Planning, Housing and Infrastructure** |
| **Agency** | **Department of Planning, Housing and Infrastructure** |
| **Division/Branch/Unit** | **Corporate Services / Digital and Customer** |
| **Role number** | **TBC** |
| **Classification/Grade/Band** | **Clerk Grade 9/10** |
| **ANZSCO Code** | **261211** |
| **PCAT Code** | **1226892** |
| **Date of Approval** | **September 2024** |
| **Agency Website** | **www.dpie.nsw.gov.au** |

Agency overview

The Department of Planning, Housing and Infrastructure (DPHI) improves the liveability and prosperity of NSW.  To achieve this, we:  

* create vibrant, productive spaces and precincts;
* manage lands, assets and property effectively; and
* deliver affordable and diverse housing.

We strive to be a high performing, world class public service organisation that celebrates and reflects the full diversity of the community we serve and builds the cultural capability of our department to improve outcomes with, and for, Aboriginal people, communities and entities.

Primary purpose of the role

The Digital Senior Producer works as part of a multi-disciplinary project team, on the development of web, intranet, digital services that delivers against the master schedule The role is customer centric and acts as conduit between clients and UX, content, production, development, and platform teams to ensure fit-for-purpose products are delivered in a timely manner.

Key accountabilities

* End-to-end digital production responsibility (client meetings, briefs, estimates, vendor management, schedule, delivery, testing and support).
* Develop of digital strategies to meet customer needs and business requirements, at both an organisational and product/service level.
* Manages project dependencies across projects and upcoming projects.
* Work collaboratively to coordinate project teams including UX, Producers, Content Editors and Developers and their deliverables.
* Ensure delivery practices in line with organization standards and that design strategies align with Brand and usability requirements for the NSW Government.
* Development and delivery of digital production and project frameworks to support the delivery of work packages.
* Responsible for supporting usability, accessibility and user acceptance testing for digital services, to provide customers with a great digital experience while ensuring that business requirements and standards are met.
* Delivers budget management and management reporting.

Key challenges

* Delivering quality services and negotiating workable timeframes, identifying interdependencies and balancing competing demands to ensure project objectives are achieved.
* Establish effective relationships with stakeholders to develop trust and ensure reliable and accurate information.
* Ensuring consistency and quality of digital product and function, look and feel for each Cluster entity and program.

Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager | * Receive guidance and support, provide advice and exchange information * Escalate issues, advise and receive instructions * Make recommendations for changes and improvements to policy and practice. |
| Work team/other staff | * Work collaboratively to contribute to achieving business outcomes * Encourage team to work collaboratively to contribute to achieving the team’s business outcome * Provide advice and guidance. |
| Clients/customers | * 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. |

# Role dimensions

## Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Manager. It refers decisions that require significant change to program outcomes or timeframes or are likely to escalate or require submission to a higher level of management to their manager.

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 manager.

## Reporting line

The role reports to the Principal Digital Production.

## Direct reports

0 direct reports

## Budget/Expenditure

N/A

Key knowledge and experience

* Experience in the development and implementation of strategy, standards and procedures for digital products and services including UX, usability and accessibility.
* Experience in user-centred design and testing of digital services, including: customer needs analysis; business requirements/process; functional requirements; user interface design; content modelling and information architecture; analytics; and usability and accessibility testing.
* Experience in the development, implementation and support of UX and digital standards in one or more of the following content management systems: Sitecore, Drupal, Squiz matrix, SharePoint.
* Knowledge of web development cycles, software development cycles and integration of web with applications
* Experience in product backlog management, writing user stories, and managing website releases.

# Cyber Security

Cyber security forms an integral part of every employee’s role description and responsibilities. Individuals such as those with privileged access, application developers, risk owners, and system and application owners have additional responsibilities in securing the Department’s digital resources. As part of your role, you will be expected to undertake cyber security related activities to help contribute to the Department’s overall security posture.

# 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** |
|  | **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 |
|  | **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 |
|  | **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 |
|  | **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 |
|  | **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 |

## Occupational Specific Focus Capabilities

| **Capability group/sets** | **Capability name** | **Behavioural indicators** | **Level** |
| --- | --- | --- | --- |
| ICT Capability set | Development and implementation / Systems development / Product management (PROD) | * Acts as product owner for one or more lower-value products or services. * Prioritises product requirements, develops product roadmaps and owns the product backlog. Manages elements of the product life cycle to meet customer/user needs and achieve financial or other targets. * Analyses market and/or user research, feedback, expert opinion and usage data to understand needs and opportunities. * Facilitates uptake of products by developing content, supporting and evaluating campaigns, and monitoring product performance. Rolls out product trials and product launches. | Level 4 |

# 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.

| COMPLEMENTARY CAPABILITIES | | | | |
| --- | --- | --- | --- | --- |
| **Capability group/sets** | **Capability name** |  | **Description** | **Level** |
|  | Act with Integrity | | Be ethical and professional, and uphold and promote the public sector values | Adept |
|  | Manage Self | | Show drive and motivation, an ability to self-reflect and a commitment to learning | Adept |
|  | Value Diversity and Inclusion | | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Intermediate |
|  | Work Collaboratively | | Collaborate with others and value their contribution | Adept |
|  | Influence and Negotiate | | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
|  | 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 | Intermediate |
|  | Demonstrate Accountability | | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | Intermediate |
|  | 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 |
|  | Project Management | | Understand and apply effective planning, coordination and control methods | Intermediate |

## Occupational Specific Complimentary Capabilities

| **Capability group/sets** | **Capability name** | **Behavioural indicators** | **Level** |
| --- | --- | --- | --- |
| ICT Capability set | Supplier management (SUPP) | Aligning the organisation’s supplier performance objectives and activities with sourcing strategies and plans, balancing costs, efficiencies and service quality. | Level 4 |
| ICT Capability set | Consultancy (CNSL) | Providing advice and recommendations, based on expertise and experience, to address client needs. | Level 4 |