

Role Description

Senior Digital Specialist



Planning,
Industry &
Environment

Cluster	Planning, Industry & Environment
Agency	Department of Planning, Industry & Environment
Division/Branch/Unit	Environment, Energy & Science/ Energy, Climate Change and Sustainability
Location	TBC
Classification/Grade/Band	Environment Officer Class 10
Role Number	TBC
ANZSCO Code	225311
PCAT Code	1119192
Date of Approval	June 2021
Agency Website	www.dpie.nsw.gov.au

Agency overview

Our vision is to create thriving environments, communities and economies for the people of New South Wales. We focus on some of the biggest issues facing our state. We deliver sustainable water resource and environment management, secure our energy supply, oversee our planning system, maximise community benefit from government land and property, and create the conditions for a prosperous state. 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 seeks to embed Aboriginal cultural awareness and knowledge throughout the department.

The Environment, Energy and Science (EES) Group within DPIE brings together a range of functions including national park management, biodiversity and conservation, climate change, sustainability, resilience and adaptation, renewable energy and energy security.

The Department's Energy, Climate Change & Sustainability Division leads strategic policy, programs and major initiatives on climate change and emissions reduction, renewable energy, environmental sustainability, climate resilience, circular economy and waste management.

Primary purpose of the role

Lead a small team of diverse digital specialists to deliver, monitor and improve digital activities across multiple systems for Energy, Climate Change and Sustainability programs and audiences.

Key accountabilities

- Identify the Division's digital needs and maintain the Digital Strategy to address them, taking into account emerging trends to improve application management and/or digital marketing activities.
- Product manage digital projects (including application development, maintenance and decommissioning) within the Division's Digital Strategy and portfolio management approach.

- Oversee digital marketing projects (including managing social media channels, EDMs and surveys) within the Division's Digital Strategy and/or the Marketing & Communications Strategy.
- Build and maintain strong relationships with internal and external stakeholders to deliver digital projects that meet organisational needs and provide an appropriate user experience, including seeking feedback and iterating.
- Define requirements for and apply insights from analysing application, digital marketing and website performance, to determine effectiveness and inform improvements.
- Inform the design and application of qualitative user research to ensure the digital portfolio and digital marketing meets customer needs.
- Provide support for relevant sustainability, climate change and net zero emissions to executives, committees and working groups, including providing specialist information, guidance and advice.

Key challenges

- Developing and maintaining a customer-centred approach to effective, collaborative internal and external relationships and networks for the successful delivery of timely, accurate and engaging digital marketing activities.
- Identifying and managing issues around competing priorities and diverse stakeholder needs in a complex and dynamic environment, and delivering quality outcomes.
- Maintaining skills and knowledge of contemporary trends, research and technologies in media, marketing and communications to effectively deliver objectives and outcomes.

Key relationships

Who	Why
Internal	
Manager/Supervisor	<ul style="list-style-type: none"> • Receive and seek guidance and support • Exchange information and provide advice
Direct Reports	<ul style="list-style-type: none"> • Support professional development.
Colleagues	<ul style="list-style-type: none"> • Collaborate with immediate and wider support team to identify, enhance and co-deliver support activities to meet portfolio and program objectives.
Stakeholders	<ul style="list-style-type: none"> • Engage with program delivery teams to build an in depth understanding of their objectives, delivery activities and support requirements. • Collaborate with relevant stakeholders across the Department to ensure applications and digital marketing deliver portfolio and program objectives and meets Government standards.
External	
Stakeholders	<ul style="list-style-type: none"> • Negotiate and liaise with a variety of suppliers, partners and stakeholders to enable the timely delivery of business initiatives. • Support Department representatives (on relevant issues) at required meetings, committees and conferences. • Provide advice to senior officers within/outside the organisation and maintain a network with State and Local Government, industry and the community on climate change and net zero emissions digital issues.

Role dimensions

Decision making

The Senior Digital Specialist:

- works with limited supervision and guidance to achieve agreed priorities and commitments
- supports their Manager and colleagues to deliver tasks on time, within budget and to a high standard
- must consult with their Manager on significant issues or conflicts arising during work performed
- advises on and operates within legislative and regulatory provisions, public sector frameworks, Department strategic and business plans, policies, delegations, budget and resource parameters.

Reporting line

The Senior Digital Specialist reports to the Manager – Digital (Climate Change & Sustainability).

Direct reports

0 to 5 direct reports

Budget/Expenditure

Per the department's delegations.

Key knowledge and experience

- Experience providing thought-leadership for a digital portfolio, including partnering with colleagues and stakeholders to provide exceptional delivery.
- Extensive knowledge in your area of specialisation and ability to apply your skills to a variety of other digital activities and systems.
- Experience leading small teams.
- Experience advising and influencing senior internal stakeholders.
- Experience managing and monitoring at least one of the following systems: Content Management System, Learning Management System, Electronic Direct Mail, survey and form platform, web analytics, Customer Relationship Management system, SharePoint.
- Experience gathering requirements, managing suppliers and managing project teams to deliver digital projects.
- Experience of informing user research, applying research findings and applying user experience / design principles to ensure digital marketing and applications meet customer needs.

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
	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none"> 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
	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
	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
	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 	Adept

		<ul style="list-style-type: none"> Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services
	<p>Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts</p>	<ul style="list-style-type: none"> Negotiate from an informed and credible position Adept 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
	<p>Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes</p>	<ul style="list-style-type: none"> Use own and others' expertise to achieve intended outcomes, and take responsibility for delivering intended outcomes Adept Make sure staff understand expected goals and acknowledge staff success in achieving these Identify resource needs and ensure goals are achieved within set budgets and deadlines Use business data to evaluate outcomes and inform continuous improvement Identify priorities that need to change and ensure the allocation of resources meets new business needs Ensure that the financial implications of changed priorities are explicit and budgeted for
	<p>Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions</p>	<ul style="list-style-type: none"> Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues Advanced 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

		<ul style="list-style-type: none"> Evaluate the performance and effectiveness of services, policies and programs against clear criteria 	
	<p>Technology Understand and use available technologies to maximise efficiencies and effectiveness</p>	<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 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
	<p>Project Management Understand and apply effective planning, coordination and control methods</p>	<ul style="list-style-type: none"> 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 	Advanced
	<p>Manage and Develop People Engage and motivate staff, and develop capability and potential in others</p>	<ul style="list-style-type: none"> Collaborate to set clear performance standards and deadlines in line with established performance development frameworks Look for ways to develop team capability and recognise and develop individual potential Be constructive and build on strengths by giving timely and actionable feedback Identify and act on opportunities to provide coaching and mentoring Recognise performance issues that need to be addressed and work towards resolving issues Effectively support and manage team members who are working flexibly and in various locations Create a safe environment where team members' diverse backgrounds and cultures are considered and respected Consider feedback on own management style and reflect on potential areas to improve 	Intermediate

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
 Personal Attributes	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	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Intermediate
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	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	Adept
 People Management	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