

COORDINATOR, DIGITAL AND DESIGN

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|--------------------|--------------------------------------|-------------------------|--------------------------|
| Unit | Corporate and Communications | Area | Media and Communications |
| Agency | The NSW Institute of Sport | Classification | NSWIS Grade 2, Level 3 |
| ANZSCO code | 225115 | PCAT code | 1336291 |
| Reports to | Section Lead, Media & Communications | Date of approval | 18 September 2024 |

ORGANISATIONAL OVERVIEW

The NSW Institute of Sport [NSWIS] is a high-performance sporting organisation that supports Australian athletes to become world’s best. We reach all regions of NSW with an Olympic and Paralympic training facility based at Sydney Olympic Park and high-performance hubs across NSW that provide world class daily training environments for our athletes and coaches. Our experts work in collaboration with partners within the national sporting system to create and deliver high performance support services and environments to prepare athletes and coaches for international competition.

ROLE PURPOSE

The Coordinator, Digital and Design will drive the Institute’s awareness strategy via the development and coordination of digital media and communications initiatives enhancing awareness of NSWIS across key stakeholder groups. This role will focus on the visual development and delivery of NSWIS’s internal and external media and communications strategy with particular focus on content creation and driving engagement and audience growth. This role takes the lead on all visual aspects of generating content for the organisation.

KEY PERFORMANCE AREAS

- Oversee the development and implementation of an effective multichannel digital & social media content strategy and campaigns with the Section Lead, Media and Communications ensuring alignment with NSWIS Media & Communications plan and awareness strategy.
- Develop and produce all digital content including inhouse photography, filming and video editing; driving engagement and audience growth across all channels whilst utilising data and insights to support decision-making, measuring the impact of NSWIS digital media activities and providing regular reports and analysis.
- Develop NSWIS visual concepts and solutions that are on brand and accurate, ensuring that all content supports positioning and communications objectives.
- Maintain all NSWIS social channels, reporting critical issues and work with the Section Lead, Media and Communications to develop appropriate responses to engagement and enquiries.
- Design produce and prepare final artworks for NSWIS website and intranet, corporate publications, assets, and reports upon request.
- Coordinate the production of NSWIS corporate documents and publications, working with suppliers and developers to ensure all material is accurate and correctly published and within budget
- Utilise content to produce all NSWIS electronic direct mail (using MailChimp) and support the development and ongoing implementation of organisational initiatives.

KEY CHALLENGES

- Prioritising work and managing conflicting deadlines.
- Ensure visual elements of NSWIS brand evolve, are of the highest standard and within NSWIS Brand Guidelines.
- Building relationships with internal and external stakeholders to identify and produce content.

KEY RELATIONSHIPS

| Who | Why |
|--|---|
| Section Lead, Media and Communications | Work autonomously in relation to design and receive direction in relation to brief |
| Administrator, Media & Communications | Supervise on work related to digital and design |
| NSWIS Managers & Staff | Develop relationships via effective communication that enable achievement of outcomes |
| Media | Provide direction in relation to NSWIS external communications |
| Suppliers | Provide direction to ensure outcomes are achieved. |

ROLE DIMENSIONS

| | |
|-----------------------------------|-----|
| Budget | Nil |
| Authority / approval level | Nil |
| Direct reports | Nil |

KEY EXPERIENCE AND KNOWLEDGE





| Experience | Knowledge |
|--|--|
| <ul style="list-style-type: none"> ▪ 4 + years of demonstrated experience in a similar role ▪ Demonstrated experience in driving digital media to amplify awareness messages, drive growth and engagement ▪ Demonstrated ability to effectively communicate information and ideas in a written and visual format ▪ Highly developed interpersonal, written and verbal communication skills | <ul style="list-style-type: none"> ▪ Tertiary qualifications in Media and Communications ▪ Knowledge of the Australian high-performance sport environment ▪ Intermediate skill in Adobe Creative Cloud Suite ▪ Demonstrated knowledge of best practice digital and social media processes, and communications strategy principles. ▪ Demonstrated knowledge of content management systems (Wordpress), search engine optimisation and web publishing. |

ESSENTIAL REQUIREMENTS

| Essential | Desirable |
|---|--|
| <ul style="list-style-type: none"> ▪ Tertiary qualifications in Media and Communications ▪ Proven experience in successfully developing and executing media and communications strategies ▪ Proven ability to work independently, diagnose problems and implement effective solutions ▪ Advance knowledge of MS Office programs ▪ Sport Integrity Australia (SIA) Anti-Doping Fundamentals and Annual Update ▪ Current Working with Children Check (WWCC) | <ul style="list-style-type: none"> ▪ Current First Aid and Resuscitation certificate ▪ Current First Aid and Resuscitation certificate ▪ Sport Integrity Australia (PBTR) Child protection and Safeguarding |

CAPABILITY SUMMARY

The [NSW Public Sector Capability Framework](#) is a foundational tool that supports the public sector to attract, recruit, develop and retain a responsive and capable workforce. Below are the capabilities and level required to successfully perform this role. The capabilities in **bold** are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

| Capability Group | Capability Name | Level |
|--|-------------------------------------|---------------------|
|  Personal Attributes | Display Resilience and Courage | Intermediate |
| | Act with Integrity | Intermediate |
| | Manage Self | Adept |
| | Value Diversity | Intermediate |
|  Relationships | Communicate Effectively | Adept |
| | Commit to Customer Service | Intermediate |
| | Work Collaboratively | Adept |
| | Influence and Negotiate | Intermediate |
|  Results | Deliver Results | Advanced |
| | Plan and Prioritise | Adept |
| | Think and Solve Problems | Intermediate |
| | Demonstrate Accountability | Intermediate |
|  Business Enablers | Finance | Foundational |
| | Technology | Intermediate |
| | Procurement and Contract Management | Foundational |
| | Project Management | Intermediate |

FOCUS CAPABILITIES

The focus capabilities are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours expected at that level. Focus capabilities are aligned with the role's key performance areas.

| Group and Capability | Level | Behavioural Indicators |
|---|-------|--|
| Personal Attributes Manage self | Adept | <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 |
| Relationships Communicate effectively | Adept | <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 |
| Relationships Work collaboratively | Adept | <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 |

| Group and Capability | Level | Behavioural Indicators |
|---|--------------|---|
| Relationships Influence & negotiate | Intermediate | <ul style="list-style-type: none"> Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services Use facts, knowledge and experience to support recommendations Work towards positive and mutually satisfactory outcomes 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 |
| | Advanced | <ul style="list-style-type: none"> Seek and apply the expertise of key individuals to achieve organisational outcomes Drive a culture of achievement and acknowledge input from others Determine how outcomes will be measured and guide others on evaluation methods Investigate and create opportunities to enhance the achievement of organisational objectives Make sure others understand that on-time and on-budget results are required and how overall success is defined Control business unit output to ensure government outcomes are achieved within budgets Progress organisational priorities and ensure that resources are acquired and used effectively |
| Results Plan & prioritise | Adept | <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 |
| Results Think & solve problems | Adept | <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 |