Role Description

Communications Support Officer, Electronic Direct Mail (EDM)

Role Description Fields	Details
Department/Agency	Department of Customer Service
Division/Branch/Unit	Policy Strategy & Governance / Brand Digital & Communications
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	225311
OSCA Code	221231
PCAT Code	1139192
Role Family/Function/Type	Business Operations & Support / Administration/Business Support
Date of Approval	March 2024 (updated July 2025)
Agency website	www.customerservice.nsw.gov.au

Primary purpose of the role

Support and coordinate marketing and communications activities including email, push notifications, SMS conditions, and preparation of presentation materials and reports across projects and programs to support the delivery of organisational objectives.

Key accountabilities

- Coordinate the delivery of marketing and communications activities, using various platforms, to support the achievement of business objectives and outcomes.
- Contribute to the development of a wide range of internal and external communication materials and collaterals to effectively manage stakeholder information and engagement needs.
- Analyse communications and customer data and produce insights and analytics to recommend improvements to programs and support improved outcomes.
- Support and contribute to the development and maintenance of communication and project reports, presentations and plans to ensure timely and accurate update of information.
- Support the development and maintenance of key stakeholder relationships, including reporting to ensure a positive outcome.
- Contribute to the development of guidelines and protocols for communication material in accordance with organisational requirements to ensure quality and compliance.
- Collaborate with relevant internal and external teams to effectively coordinate communication services to support optimal service delivery.

Key challenges

- Consulting and engaging with a wide range of stakeholders, government, and industry partners to build trust and positive working relationships given the diverse interests and competing demands.
- Prioritising tasks and requests for information to ensure timeframes are met, given a high-volume working environment with competing priorities.
- Delivering simple, consistent and engaging messages on complex subject matter while keeping abreast of best practice communications in the government sector

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
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/Stakeholder	• 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/Stakeholder	• Provide a customer focused approach to service delivery • Monitor, address and/or escalate requests • Manage the flow of information, seek clarification and provide advice and responses
Vendors/Service Providers	• Coordinate and monitor the supply of goods and services
Other Government Agencies (where required)	• Provide and share information, discuss and seek input on matters or issues • Working collaboratively to support various activities
Other Non-Government Agencies (where required)	• Support the facilitation of meetings to obtain perspective and share information • Provide and share information, discuss and seek input on matters or issues

Role dimensions

Decision making

This role has autonomy and makes decisions under their direct control as directed by their Team Leader/Manager and refers to the team Leader/Manager decisions that require significant change to

outcomes or timeframes; are likely to escalate or require submission to a higher level of management. This role is accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes.

Reporting line

Manager

Direct reports

Nil

Budget/Expenditure

As per the Customer Service Delegations

Key knowledge and experience

Sound knowledge and experience using programmatic communication platforms, such as Salesforce Marketing Cloud and Swift

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
	**Manage Self** Be persistent, self-reflect and commit to learning	• Adapt your existing skills to new situations • Commit to achieving work goals • Be aware of your strengths and areas for growth, and develop and apply new skills • Seek feedback from colleagues and stakeholders • Persist when tasks are difficult	Intermediate

Capability group/sets	Capability name	Behavioural indicators	Level
	**Communicate Effectively** Communicate clearly, pay attention to others and respond with understanding and respect	• Focus on key points and use clear, concise and inclusive language • Clearly explain and present ideas and arguments • Pay attention and ask appropriate and respectful questions to understand others' point of view • Promote the use of inclusive language and help others to adjust their language where necessary • Seek feedback about your communication style and adapt where necessary • Write in a way that is well structured and easy to follow • Clearly communicate routine technical information	Intermediate
	**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 your organisation • Demonstrate a thorough knowledge of the available services and share relevant information with customers • Identify and respond quickly to customer needs • Consider different customer needs and experiences when developing solutions to meet needs • Resolve complex customer issues • Cooperate across work areas to improve outcomes for customers	Intermediate
	**Deliver Results** Achieve results by using resources efficiently and committing to quality outcomes	• Seek and apply specialist advice when needed • Complete work tasks within set budgets, timeframes and standards • Take the initiative to progress and deliver your own work and that of the team or business unit • Contribute to assigning responsibilities and resources to ensure the team or business unit achieves goals • Identify any barriers to achieving results and resolve these where possible • Proactively change or adjust plans when needed	Intermediate

Capability group/sets	Capability name	Behavioural indicators	Level
	**Plan and Prioritise** Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Understand the team and business unit's goals and set work tasks that contribute to meeting them • Set and develop team goals and plans, and use feedback to inform planning • Respond proactively to changing circumstances and adjust your plans when necessary • Consider how immediate and longer-term organisational issues might affect the achievement of your team and business unit goals • Adapt and respond proactively when priorities and work environments change	Intermediate
	**Technology** Understand and use available technologies to maximise efficiencies and effectiveness	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Use available technology to improve individual performance and effectiveness • Use records, information and knowledge management systems effectively • Support system improvement initiatives and new technology when it is deployed • Identify where technology or automation supports tasks, and raise issues when applications may be inappropriate or inaccurate	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.

Capability group/sets	Capability name	Description	Level
	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Be inclusive and respect diverse backgrounds, experiences and perspectives	Foundational

Capability group/sets	Capability name	Description	Level
	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Foundational
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
	Demonstrate Accountability	Be proactive and responsible for your actions, and follow legislation, policy and guidelines	Foundational
	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and use procurement processes to ensure effective purchasing and contract performance	Foundational
	Project Management	Understand and use effective ways to plan, coordinate and control projects	Intermediate