

Role Description

Agency	NSW Ombudsman
Role Title	Brand Project Officer
Branch/Portfolio/Unit	Strategy Governance Risk & Data Branch, Communications & Media Unit
Location	Sydney CBD
Classification/Grade/Band	Clerk Grade 7/8
Senior Executive Work Level Standards:	N/A
Kind of Employment	Ongoing or temporary
ANZSCO Code	224900
PCAT Code	3991119192
Date of Approval	17 September 2026
Agency Website	www.ombo.nsw.gov.au

Agency Overview

The NSW Ombudsman is an independent integrity agency that pursues fairness for the people of NSW. We strive to ensure that those entrusted with public power and resources fulfil their responsibilities and treat everyone fairly.

The Ombudsman has a range of statutory functions. These can be broadly grouped into the following 3 categories, which align with the office's 3 organisational portfolios:

- handling complaints about, and where necessary investigating, the conduct of public authorities and community service providers – primarily the focus of the Complaints and Investigations Portfolio
- overseeing compliance and performance of certain NSW Government and community sector programs and systems through monitoring, auditing, inquiries, conducting reviews and reporting – primarily the focus of the Systems Oversight and Reviews Portfolio
- delivering tools, guides and other resources, and providing educational and training services, to support capacity building by public authorities and community service providers – primarily the focus of the People, Performance and Sector Improvement Portfolio.

The People, Performance and Sector Improvement Portfolio is also responsible for the office's strategic, corporate and supporting functions.

Primary purpose of the role

The Brand Project Officer supports the planning, coordination and execution of NSW Ombudsman's communications strategy to support business aims, and activities in order to raise its public profile and gain public support for its strategic projects. This role's primary responsibility is for managing the development and design of key reports and publications (including outsourced projects) and providing support to the office around the application of the Ombudsman's brand guidelines. The role has a distinct focus on building strong internal relationships and requires the ability to effectively project manage and display strong organisational skills.

Key accountabilities

- Manage the planning, development and design process for Ombudsman reports and publications, working towards the continuous improvement of internal processes and templates to ensure design efficiency, thus positively contributing to the overarching communications strategy.
- Understand, apply and advise on Ombudsman brand guidelines, ensuring a professional and consistent application across the office (including, but not limited to, its use within presentations, reports, factsheets, website/s features, social media channels, e-newsletters).
- Support the design needs of all Ombudsman branches through the design and editing of key documents, online content matter and internal promotions.
- Contribute to the development and implementation of event and communications plans, with specific accountability for graphic and video deliverables.
- Empower branches to effectively apply the Ombudsman brand to their work through the delivery of user-friendly templates that supports overall business efficiency.

Key challenges

- Working in a complex stakeholder environment requiring a high level of relationship management and effective time management (managing multiple projects at once).
- Informing on best practice approaches to the design process of key publications, including setting internal timelines for content provisions and managing expectations around resource requirements and the need to prioritise projects.
- Aligning content and projects to NSW Ombudsman brand, corporate ID, editorial style guide, accessibility and useability guidelines.

Key relationships

Who	Why
Internal	
Director, Strategy Governance Risk and Data & Other Senior Staff	• Provide advice about the progress of work undertaken and other matters of interest to the office to inform decision-making and manage risks. • Contribute to the ongoing business planning and intelligence gathering in respect of the work of the division and the office more broadly.
Staff throughout the office	• Develop and maintain effective working relationships with all staff • Encourage and promote a positive workplace culture • Understand their business needs to create effective communication outcomes • Builds understanding and capability relating to key accountabilities, including customer and user experience
External	
Key agencies	• An effective relationship with key agencies is a critical component of the role and will be integral to its success. Priority areas include facilitating systemic cultural change and sector improvement. If appropriate, meet with agencies and other parties to facilitate the gathering of information to assist the work of the division and/or to determine relevant Ombudsman action. • The role may undertake sector development activities or may participate in outreach programs and/or audits and support the delivery of community education and training to external agencies.

Role dimensions

Decision making

- The Brand Project Officer has a significant level of autonomy in making decisions to develop and deliver content and communications and manage relationships with both internal and external stakeholders in line with the Communications Strategy.
- Decisions on matters outside the role holder's accountabilities and on issues that are highly contentious or sensitive and may impact on the reputation of the Agency are escalated to the Manager, Communications & Media.

Reporting line

This role reports to the Manager, Communications & Media.

Direct reports

This role has no direct reports, however the role may supervise staff including the graphic designer or staff assigned to specific projects or tasks, as per the evolving business needs.

Budget/Expenditure

The role does not have budgetary responsibility.

Essential Requirements

Employment at the NSW Ombudsman is subject to the satisfactory completion of security and related vetting including, in part, a criminal records check; signed understanding and acceptance of a range of policies; two statutory declarations relating to conflicts of interest, arrests, charges, convictions and a health declaration.

The occupant of the role is required to have appropriate tertiary qualification in Communications or relevant discipline, or relevant experience in a similar role.

It is expected the occupant of the role can demonstrate:

- Advanced skills with the Adobe Design Suite.
- Strong skills with Microsoft Office applications, in particular Microsoft Word and PowerPoint, with an advanced understanding of stylings and formatting.
- Project management experience relating to the development and design of reports, publications and audiovisual initiatives.
- Demonstrated experience managing complex projects with multiple stakeholders.
- Experience in translating complex information into graphs, infographics, videos and / or other audiovisual mediums.
- Experience in providing graphic solutions suitable for various communication platforms, such as online content management systems, social media and internal use (e.g. policies and forms).
- Knowledge of WCAG 2.1 accessibility standards and applying them to digital and print communications.
- Experience briefing and managing external agencies and vendors.
- Demonstrated experience in developing, maintaining and enforcing brand style guides.

Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [The Capability Framework | NSW Public Service Commission](#).

Capability summary

Below is the full list of capabilities and the level required for 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.

NSW Public Sector Capability Framework		
Capability Group	Capability Name	Level
 Personal attributes	Display Resilience and Courage	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity and Inclusion	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Foundational
	Influence and Negotiate	Intermediate
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Foundational
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 Business enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	Project Management	Adept

Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

Capability group/sets	Capability name	Behavioural indicators	Level
 Personal attributes	Display Resilience and Courage	- Be flexible, and adaptable and respond quickly when situations change - Offer own opinion and raise challenging issues - Listen when ideas are challenged and respond appropriately - Work through challenges - Remain calm and focused in challenging situations	Foundational
	Be open and honest, prepared to express your views, and willing to accept and commit to change		
 Personal attributes	Manage Self	- 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	Adept
	Be persistent, self-reflect and commit to learning		

Capability group/sets	Capability name	Behavioural indicators	Level
		- Seek and respond positively to constructive feedback and guidance - Demonstrate and maintain a high level of personal motivation	
 Relationships	Communicate Effectively Communicate clearly, pay attention 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
 Results	Deliver Results Achieve results by using resources efficiently and committing to quality outcomes	- Seek and apply specialist advice when required - Complete work tasks within set budgets, timeframes and standards - Take the initiative to progress and deliver own work and that of the team or unit - Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals - Identify and barriers to achieving results and resolve these where possible - Proactively change or adjust plans when needed	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 experience	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
		- 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	
	Project Management Understand and use effective ways to plan, coordinate and control projects	- Understand all components of the project management process, including the need to consider change management to realise business benefits - Prepare clear project proposals and accurate estimates of required costs and resources - Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements - Identify and evaluate risks associated with the project and develop mitigation strategies - Identify and consult stakeholders to inform the project strategy - Communicate the project's objectives and its expected benefits - Monitor the completion of project milestones against goals and take necessary action - Evaluate progress and identify improvements to inform future projects	Adept