

Role Description

Senior Strategic Communication Officer

Cluster	Education
Agency	Department of Education
Division/Branch/Unit	Strategy & Evaluation
Location	Bridge Street, Sydney
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	225311
PCAT Code	1111492
Date of Approval	03 May 2017

Agency overview

The NSW Department of Education serves the community by leading the provision of world-class education. The department protects young children by regulating preschool and long day care providers. Once children move into school, we provide them with a world-class primary and secondary education. We also work to advance the wellbeing of Aboriginal people.

Primary purpose of the role

The role develops and co-ordinates the implementation of communication plans across the Department of Education (DoE). This position is also responsible for preparing a range of written communication materials and identifying opportunities for digital communication to meet the communication needs of DoE.

Key accountabilities

- Design and implement integrated and strategic communication strategies to support the delivery of key departmental initiatives.
- Assist portfolios working as part of a multi-disciplined team to develop solutions that meet their communication requirements, with a particular focus on support to engage school based staff.
- Use analytics to support the development of more effective communication plans and better use of existing communication channels.
- Create quality written content including fact sheets, reports, speeches and content for use on the department's digital platforms.
- Manage relationships with key groups within the department helping them to maintain a proactive approach to internal communications.

Key challenges

- DoE is a large and diverse organisation with staff located across thousands of sites across the state. Designing and implementing communication strategies and approaches that engage and activate staff is a key challenge for this role.

- This role works with a range of key stakeholders both within the department and outside of it. A key challenge for this role will be supporting key leaders in the organisation as they build their communication and engagement capacity.
- The department is currently undergoing a period of significant reform and change. The pace of change is very fast and a key challenge for this role will be to manage competing priorities.

Key relationships

Who	Why
Internal	
Communication and engagement directorate staff	<ul style="list-style-type: none"> • This role is responsible for bringing together experts from across the directorate to design, develop and implement key communication strategies.
DoE senior executives and policy officers	<ul style="list-style-type: none"> • As new policies and reforms are implemented this role will need to have a close and effective relationship with senior executives to ensure quality communication strategies are developed.
External	
Public sector communications practitioners	<ul style="list-style-type: none"> • Many key reforms that need to be implemented over the coming 12 months will require close engagement with other public sector agencies for them to be successful.

Role dimensions

Decision making

N/A

Reporting line

The role reports to the Manager Strategic Communication.

Direct reports

Nil

Budget/Expenditure

N/A

Essential requirements

Knowledge of and commitment to the Department's Aboriginal Education policies.





Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at www.psc.nsw.gov.au/capabilityframework

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	Adept
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Advanced
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	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.

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Display Resilience and Courage	Adept	<ul style="list-style-type: none"> Be flexible, show initiative and respond quickly when situations change Give frank and honest feedback/advice Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively Raise and work through challenging issues and seek alternatives Keep control of own emotions and stay calm under pressure and in challenging situations
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> Present with credibility, engage varied audiences and test levels of understanding Translate technical and complex information concisely for diverse audiences

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Create opportunities for others to contribute to discussion and debate • Actively listen and encourage others to contribute inputs • Adjust style and approach to optimise outcomes • Write fluently and persuasively in a range of styles and formats
Relationships Work Collaboratively	Adept	<ul style="list-style-type: none"> • Encourage a culture of recognising the value of collaboration • Build co-operation and overcome barriers to information sharing and communication across teams/units • Share lessons learned across teams/units • Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work
Relationships Influence and Negotiate	Adept	<ul style="list-style-type: none"> • Negotiate from an informed and credible position • Lead and facilitate productive discussions with staff and stakeholders • Encourage others to talk, share and debate ideas to achieve a consensus • Recognise and explain the need for compromise • Influence others with a fair and considered approach and sound arguments • Show sensitivity and understanding in resolving conflicts and differences • Manage challenging relations with internal and external stakeholders • Pre-empt and minimise conflict
Results Plan and Prioritise	Advanced	<ul style="list-style-type: none"> • Understand the links between the business unit, organisation and the whole-of-government agenda • Ensure business plan goals are clear and appropriate including contingency provisions • Monitor progress of initiatives and make necessary adjustments • Anticipate and assess the impact of changes, such as government policy/economic conditions, to business plans and initiatives, and respond appropriately • Consider the implications of a wide range of complex issues, and shift business priorities when necessary • Undertake planning to transition the organisation through change initiatives and evaluate progress and outcome to inform future planning
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Prepare clear project proposals and define scope and goals in measurable terms • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Prepare accurate estimates of costs and resources required for more complex projects

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none">• Communicate the project strategy and its expected benefits to others• Monitor the completion of project milestones against goals and initiate amendments where necessary• Evaluate progress and identify improvements to inform future projects