

Role Description

Senior Internal Communications Advisor



Cluster	Finance, Services and Innovation
Agency	Service NSW
Division/Branch/Unit	Corporate Services
Location	McKell
Classification/Grade/Band	Service NSW Award Grade 9/10
Kind of Employment	Ongoing
ANZSCO Code	225311
PCAT Code	1121492
Date of Approval	November 2018
Agency Website	https://www.service.nsw.gov.au

Agency overview

Service NSW is making it easier for people and businesses across NSW to access government services.

Since launch in July 2013, we have successfully transformed and streamlined NSW Government service delivery with cutting edge digital solutions and an award-winning culture of passion and teamwork.

Our customer-centric solution offers simpler and faster access to government transactions through our digital channels, a 24/7 phone service and an expanding network of service centres.

We currently partner with over 50 agencies to offer over 1,000 NSW Government transactions including drivers' licences, vehicle registration renewals, applications for birth certificates, Seniors Cards, Housing NSW payments, fines, contractor licences and many more.

Primary purpose of the role

Working as part of the Internal Communication team within Corporate Relations, this role will provide advice on internal communication programs, implement initiatives to support Service NSW employee engagement and will manage key employee events.

Key accountabilities

- Manage employee engagement using contemporary planning to ensure communications align with the Service NSW brand, is consistent, and builds on our organisational values of teamwork passion and accountability.
- Develop and deliver internal communications across varied channels (i.e. internal social networks, intranet, executive emails, face to face events), to achieve employee awareness of the Service NSW strategy.
- Manage high profile internal events such as the CEO Awards and coordinate related stakeholder engagement, associated collateral, and event delivery.

- Collaborate with the Service NSW management team in a professional manner, with strong interpersonal communication skills to influence and negotiate desired communications outcomes.
- Identify, manage and maintain stakeholder requirements by working effectively with colleagues in the Service NSW Communications function. Identify and act on possible communication risks.
- Provide hands-on support as a subject matter expert to the business on internal communication in relation to how employees engage with, understand and action our strategic intent
- Craft copy, internal news, speeches, emails and electronic messaging using accurate grammar and a consistent tone and agreed style.
- Evaluate and report on communications initiatives, ensuring revision of future project plans to meet continuous improvement objectives and the changing needs of the organisation.

Key challenges

- Managing competing demands and priorities, the need to address unforeseen issues, and the ability to work independently.
- Working with multiple key stakeholders to develop professional internal communications collateral within tight timelines in a high volume environment.
- Exercise sound judgement and discretion in dealing with contentious and sensitive issues.
- Identifying and adopting new technologies for the purpose of meeting changing customer expectations.

Key relationships

Who	Why
Internal	
Director Communications	<ul style="list-style-type: none"> • Escalate issues, keep informed, advise and receive instructions
Internal Communications Manager	<ul style="list-style-type: none"> • Take direction and advice where required • Provide regular updates on projects, issues and priorities • Provide information, assistance and support where required, contributing to the success of the team's objectives and requirements
Business unit leads	<ul style="list-style-type: none"> • Obtain work group perspective and share information
Service NSW employees	<ul style="list-style-type: none"> • Manage and monitor the Service NSW internal communications initiatives and work with internal stakeholders
External	
NSW Government Agencies	<ul style="list-style-type: none"> • Maintain a positive working relationship with partner agencies
Ministerial Office contacts	<ul style="list-style-type: none"> • Provide, gather and supply information when required • Help with solving routine issues, additional contact for Ministers Office

Role dimensions

Decision making

This role is accountable for making operational decisions regarding the planning and organisation of work to achieve agreed business objectives and performance criteria, within approved work and project plans. It is fully

accountable for the accuracy of written content, strategies, analysis, briefings and other forms of written advice. It ensures continuous improvements in processes and efficiencies, and will escalate issues as required.

Reporting line

This position will report to the Internal Communications Manager

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements



- Demonstrated extensive internal communications experience in complex organisations including managing communication plans to drive employee engagement and build positive culture.
- A high level understanding of government and stakeholder communications will be an advantage.
- Demonstrated ability to manage large employee engagement events.
- Tertiary qualifications in relevant communications, public relations or related discipline or equivalent relevant experience.



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
	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Intermediate
	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Intermediate
	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate

	Demonstrate Accountability	Intermediate
	Finance	Foundational
	Technology	Adept
	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	Adept	<ul style="list-style-type: none"> • Tailor communication to the audience • Clearly explain complex concepts and arguments to individuals and groups • Monitor own and others' non-verbal cues and adapt where necessary • Create opportunities for others to be heard • Actively listen to others and clarify own understanding • Write fluently in a range of styles and formats
Results Plan and Prioritise	Intermediate	<ul style="list-style-type: none"> • Understand the team/unit objectives and align operational activities accordingly • Initiate, and develop team goals and plans and use feedback to inform future planning • Respond proactively to changing circumstances and adjust plans and schedules when necessary • Consider the implications of immediate and longer term organisational issues and how these might impact on the achievement of team/unit goals • Accommodate and respond with initiative to changing priorities and operating environments

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Technology	Adept	<ul style="list-style-type: none"> • Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business • Support compliance with the records, information and knowledge management requirements of the organisation
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 • 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