

ROLE DESCRIPTION

Communications Business Partner

Cluster	Stronger Communities	
Department	Department of Communities and Justice	
Division/Branch/Unit	Corporate Services / Ministerial and Communication Services / Communications	
Location	Sydney Metro	
Classification/Grade/Band	Clerk grade 9/10	
Role Number	Please insert position number/s	
ANZSCO Code	HR to complete	
PCAT Code	HR to complete	
Date of Approval	HR to complete	Ref:
Agency Website	www.dcj.nsw.gov.au	

Agency overview

The Department of Communities and Justice (DCJ) is the lead agency under the Stronger Communities Cluster. DCJ works to enable everyone's right to access justice and help for families through early intervention and inclusion, with benefits for the whole community. Stronger Communities is focussed on achieving safe, just, inclusive and resilient communities by providing services that are effective and responsive to community needs. For the first time, the creation of DCJ and Stronger Communities provides an opportunity to focus on prevention and early intervention across both the social welfare and justice systems.

Primary purpose of the role

Partner with the business to deliver best practice communication strategies and activities that promote the policy priorities of the department and uphold the its reputation among key stakeholders.

Key accountabilities

- Partner with the business to design and deliver proactive and responsive communications strategies to communicate effectively with the department's stakeholders about its programs, policies and initiatives.
- Identify, develop and implement innovative best practice communication solutions to meet organisational strategic priorities.
- Provide guidance, support and point of contact for staff in business areas across the department for communication planning.
- Seek out and actively manage key stakeholder relationships based on open and regular discussions and feedback to ensure effective interface between communication planning and program/policy development.
- Coordinate effective planning and delivery of activities across keys areas in Ministerial and Communication Services, including communication production, social media, media, and events.

- Monitor and evaluate the effectiveness of communication strategies and activities to inform current and future approaches, as well as report on emerging trends and risks.

Key challenges

- Managing the development of a range of communications strategies of varying size and complexity, across a wide geographic area, to ensure they are all delivered on time, on budget and meet the needs of the department and its clients.
- Understanding the needs and perspectives of stakeholders and the department to craft material and products which are accessible, creative and effective while meeting regulatory and program requirements.
- Maintaining current knowledge and understanding of DCJ programs and policies, and NSW Government strategies and priorities to enable agile responses to changing needs.

Key relationships

Who	Why
Manager, Strategy and Partnerships	<ul style="list-style-type: none"> • Report directly to line manager • Seek direction, advice and support • Provide information and feedback
Communications Team	<ul style="list-style-type: none"> • Provide information and advice • Provide an effective and valuable two way liaison
Other DCJ divisions, districts and cluster agencies	<ul style="list-style-type: none"> • Develop and maintain effective working relationships • Liaise to ensure the provision of timely and accurate advice when requested • Collaborate on planning and implementation of communication initiatives • Negotiate/agree on timeframes
External	
Ministers' offices	<ul style="list-style-type: none"> • Respond to enquiries • Provide advice and information • Develop communication and campaign strategies and plans
Suppliers and service providers; Consultants	<ul style="list-style-type: none"> • Source services and products • Negotiate conditions and costs • Manage delivery of agreed products and services
Senior level stakeholders in the NGO and business Sectors	<ul style="list-style-type: none"> • Develop and manage constructive relationships • Negotiate agreements • Manage joint communications projects

Role dimensions

Decision making

The role:

- carries a high level of autonomy and sets own priorities in alignment with management

- maintains a degree of independence to manage workload and provide advice and recommendations, as well as input to the development of strategies, systems, team planning and projects.
- determines own actions undertaken within government and legislative policies, and to ensure quality control in the implementation of own work.
- ensures that recommendations are based on sound evidence, but at times may be required to use their judgment under pressure or in the absence of complete information or as the source of expert advice to internal stakeholders across the department as well as externally to ministerial level.
- as necessary, consults with management on a suitable course of action in matters that are sensitive, high-risk or business-critical, or for those issues that have far reaching implications with respect to resources or quality advice provision.

Refer to the DCJ Delegations for specific financial and/ or administrative delegations for this role.

Reporting line

This role reports to the Manager, Strategy and Partnerships.

Direct reports

Nil.

Budget/Expenditure

Nil.

Essential requirements

Tertiary qualifications in relevant field and/or equivalent knowledge, skills and experience with demonstrated commitment to ongoing professional development.

Substantial experience in managing complex communications activities and building strong working relationships with business partners.

Appointments are subject to reference checks. Some roles may also require the following checks/clearances:

- National Criminal History Record Check in accordance with the Disability Inclusion Act 2014
- Working with Children Check clearance in accordance with the Child Protection (Working with Children) Act 2012





Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at <https://www.psc.nsw.gov.au/workforce-management/capability-framework>

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	Adept
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	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 Manage self	Adept	<ul style="list-style-type: none"> 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 a high level of personal motivation
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 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	Adept	<ul style="list-style-type: none"> Take responsibility for delivering high quality customer-focused

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Commit to customer service		<p>services</p> <ul style="list-style-type: none"> • Understand customer perspectives and ensure responsiveness to their needs • Identify customer service needs and implement solutions • Find opportunities to co-operate with internal and external parties to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant stakeholders within the community
Relationships Work collaboratively	Advanced	<ul style="list-style-type: none"> • Build a culture of respect and understanding across the organisation • Recognise outcomes which resulted from effective collaboration between teams • Build co-operation and overcome barriers to information sharing, communication and collaboration across the organisation and cross-government • Facilitate opportunities to engage and collaborate with external stakeholders to develop joint solutions
Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> • Research and analyse information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options • Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness
Results Plan and prioritise	Adept	<ul style="list-style-type: none"> • Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work • Initiate, prioritise, consult on and develop team/unit goals, strategies and plans • Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses • Ensure current work plans and activities support and are consistent with organisational change initiatives • Evaluate achievements and adjust future plans accordingly
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

NSW Public Sector Capability Framework

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

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