

Role Description

Communications Coordinator

Cluster	Stronger Communities
Agency	Legal Aid NSW
Division/Branch/Unit	LawAccess NSW
Classification/Grade/Band	Clerk Grade 5 / 6
ANZSCO Code	225311
PCAT Code	1119192
Date of Approval	25 March 2021
Agency Website	www.legalaid.nsw.gov.au

Agency overview

Legal Aid NSW is the largest legal aid agency in Australia, comprising a Central Sydney office and 25 regional offices in metropolitan and regional centres across NSW and a number of specialist services and advice clinics. It was established under the Legal Aid Commission Act 1979 as an independent authority to assist economically and socially disadvantaged people to understand and protect their rights in the legal system. People with disabilities, from people from culturally and linguistically diverse backgrounds, women and children, Indigenous people and people with mental illness are some of the groups who may experience difficulties when enforcing and defending their rights.

Working in partnership with private lawyers, Legal Aid NSW provides legal advice, information and minor assistance and legal representation to eligible people in many areas of law. Legal Aid NSW also provides alternative dispute resolution services, community legal education programs, and publications on legal issues.

Primary purpose of the role

The Communications Coordinator will provide support for the integration of LawAccess NSW with Legal Aid NSW and conduct a range of communications activities. These include research, planning, analysis, reporting, and implementation of communications activities.

The overall objective is to support the development and delivery of communications initiatives, publications and campaigns.

Key accountabilities

- Work closely with the Director, LawAccess NSW and team to plan and coordinate communication activities required to raise awareness of the work of LawAccess NSW and the activities being undertaken as part of the integration of LawAccess NSW and Legal Aid NSW with both internal and external stakeholders.
- Liaise with and follow up stakeholders on deliverables including content contributions.
- Project manage the timeline of deliverables for major publications.
- Work closely with other communication team members to create, produce and promote publications including graphic design, publications print and delivery.
- Meet with internal and external stakeholder groups to determine communication requirements utilizing the communication plan process.
- Work closely with the Communications Unit to execute on communication plans created for the purpose of promoting the role of LawAccess NSW as the single entry point for Legal Aid NSW customers with both internal and external stakeholders.

Key challenges

- Delivering multiple communication plans (or communication plan activities) in line with agreed standards and objectives, given tight deadlines and competing demands and changing priorities
- Working collaboratively with a range of stakeholders (internal and external) to clearly understand the objectives and ensure the final product meets or exceeds the set objectives whilst delivering value to the target audience
- Prioritising multiple communications activities to meet competing demands

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none">• Report to and work closely with the Director, LawAccess NSW
Senior Communications Coordinator	<ul style="list-style-type: none">• Working closely to manage publication Delivering multiple communication plans (or communication plan activities) in line with agreed standards and objectives, given tight deadlines and competing demands and changing priorities• Working collaboratively with a range of stakeholders (internal and external) to clearly understand the objectives and ensure the final product meets or exceeds the set objectives whilst delivering value to the target audience• Prioritising multiple communications activities to meet competing demands

- timelines and provide content management support from stakeholders.

Legal Aid Managers/Staff

- Engage with and collaborate with to discuss communications requirements.

External

Other agencies/Community organisations

- Engage with and collaborate with to discuss communications requirements/ support required

Role dimensions

Decision making

The role operates with some autonomy in order to resolve issues of moderate complexity and effectively communicate solutions to clients and peers.

Reporting line

Director, LawAccess NSW

Direct reports

Nil

Budget/Expenditure

Nil

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

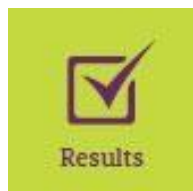
Capability Group	Capability Name	Level
	Display Resilience and Courage	Foundational
	Act with Integrity	Intermediate



Manage Self	Foundational
Value Diversity	Foundational



Communicate Effectively	Intermediate
Commit to Customer Service	Foundational
Work Collaboratively	Intermediate
Influence and Negotiate	Foundational



Deliver Results	Intermediate
Plan and Prioritise	Adept
Think and Solve Problems	Intermediate
Demonstrate Accountability	Intermediate



Finance	Foundational
Technology	Intermediate
Procurement and Contract Management	Intermediate
Project Management	Foundational

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 Act with Integrity	Intermediate	<ul style="list-style-type: none"> Represent the organisation in an honest, ethical and professional way Support a culture of integrity and professionalism Understand and follow legislation, rules, policies, guidelines and codes of conduct Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct

- Recognise and report misconduct, illegal or inappropriate behaviour
- Report and manage apparent conflicts of interest

Relationships Communicate Effectively	Intermediate	<ul style="list-style-type: none"> • Focus on key points and speak in 'Plain English' • Clearly explain and present ideas and arguments • Listen to others when they are speaking and ask appropriate, respectful questions • Monitor own and others' non-verbal cues and adapt where necessary • Prepare written material that is well structured and easy to follow by the intended audience • Communicate routine technical information clearly
Relationships Commit to Customer Service	Foundational	<ul style="list-style-type: none"> • Understand the importance of customer service • Help customers understand the services that are available • Take responsibility for delivering services which meet customer requirements • Keep customers informed of progress and seek feedback to ensure their needs are met • Show respect, courtesy and fairness when interacting with customers
Results Demonstrate Accountability	Intermediate	<ul style="list-style-type: none"> • Take responsibility and be accountable for own actions • Understand delegations and act within authority levels • Identify and follow safe work practices, and be vigilant about their application by self and others • Be alert to risks that might impact the completion of an activity and escalate these when identified • Use financial and other resources responsibly
Business Enablers Technology	Intermediate	<ul style="list-style-type: none"> • Apply computer applications that enable performance of more complex tasks • Apply practical skills in the use of relevant technology • Make effective use of records, information and knowledge management functions and systems

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
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- Understand and comply with information and communications security and acceptable use policies
 - Support the implementation of systems improvement initiatives and the introduction and roll-out of new technologies
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