

Role Description

Director Media



Planning,
Industry &
Environment

Cluster	Planning, Industry & Environment
Agency	Department of Planning, Industry & Environment
Department/Branch/Unit	People, Performance & Culture/ Communication & Engagement
Location	Sydney
Classification/Grade/Band	Band 1
Senior Executive Work Level Standards	Work Contribution Stream: Professional/Technical/Specialist
ANZSCO Code	51112
PCAT Code	1119192
Date of Approval	May 2016 (updated July 2019)
Agency Website	http://www.dpie.nsw.gov.au

Agency overview

The Planning, Industry and Environment Cluster was formed in 2019. The Cluster drives greater levels of integration and efficiency across key areas such as long-term planning, precincts, housing, property, infrastructure priorities, open space, the environment, our natural resources – land, water, mining – energy, and growing our industries. There is a strong emphasis on regional NSW.

Primary purpose of the role

Lead and deliver strategic, proactive and responsive media liaison and speech writing functions to position and promote the Department's position, achievements, programs and responsibilities.

Key accountabilities

- Develop and deliver a proactive media strategy that aligns Department and divisional communications with the Government's position, and leading proactive media and speech writing functions
- Work collegially with the Department's senior executive cohort and with central agency partners to promote identified programs and regulatory reforms and responsibilities, manage issues, provide consistent and effective messaging and promote the image of the Department
- Collaborate with Ministerial Offices, the Secretary and executive cohort to develop effective media engagement strategies, ensuring consistency in messaging and alignment with the Government's strategic position on identified issues and objectives
- Represent and present the Department's position on priority and emerging issues to the media, as delegated by the Executive Director
- Foster and develop relationships with state-wide, national and industry focused media agencies to ensure the Department's position on key initiatives, policies, regulatory reforms and programs and operational activities is on message and promoted
- Manage, coordinate and review communication content for the Minister's Office including, briefing documents, media releases and responses, speeches, FAQs and Parliamentary Questions



- Maintain a thorough knowledge of changing and volatile industries and political environments, recognising promotional opportunities and potential issues for the Department to develop appropriate media strategy to proactively address emergent issues
- Work in partnership with the other Branch Directors to ensure a fully integrated strategic communications service.

Key challenges

- Operates in a high pressure and highly confidential environment where tact and diplomacy are paramount, often dealing with issues on a 24/7 basis, and where tight deadlines must be met
- Apply diplomacy, confidentiality and astute judgment in evaluating and imparting advice on potentially sensitive and controversial issues, and providing appropriate responses
- Effective prioritisation and resource allocation ensuring quality media, social media and speech writing services are provided to multiple Ministers, the Secretary, Divisions and business lines across the cluster Senior Executives, Divisions and business lines across the cluster within tight timelines

Key relationships

Who	Why
Ministerial	
Portfolio Ministers and Ministerial Offices	<ul style="list-style-type: none"> • Ensures effective issue management, provides speech notes, briefing documents, and high quality media materials, acts as the initial liaison on contentious issues for media representatives
Internal	
Secretary, Executive Director	<ul style="list-style-type: none"> • Ensure they are fully informed of contentious issues; maintains an effective flow of information within the Department and Ministerial Offices
Departmental staff	<ul style="list-style-type: none"> • Ensure a consistent and integrated approach to the delivery of messages, promoting the image of the department and its programs • Ensures effective stakeholder and media management by staff
Senior management team	<ul style="list-style-type: none"> • Ensures that the Directors and Executive Directors across the Department are fully informed on all media and issues management matters • Maintains an effective flow of communication with the Department Executive Directors and Ministerial Offices
External	
Other state and federal government agencies	<ul style="list-style-type: none"> • Liaises with a large network of contacts at senior levels across other State, Federal and international agencies
Private sector executives, media	<ul style="list-style-type: none"> • Develop strong networks for effective issue management, initiates negotiations with media and issues management representatives to ensure a consistent image of the department and its programs

Role dimensions

Decision making

- Exercises judgment and discretion in managing media, industry and community expectations, prioritising and managing urgent issues
- Drives a highly responsive and energised team of professionals to effectively manage media liaison and response to emerging state-wide, national and international issues
- Advises on significant day-to-day decisions related to communication directions and issues management
- Provides specialist advice in relation to communications strategies to the Executive Director, Ministers, and Secretary

Reporting line

Executive Director Communication & Engagement

Direct reports

TBA

Budget/Expenditure

TBA

Essential requirements

- Tertiary qualifications in media, communications or related and/or relevant level of executive experience in the industry



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	Highly Advanced
	Act with Integrity	Advanced
	Manage Self	Advanced
	Value Diversity	Adept
 Relationships	Communicate Effectively	Highly Advanced
	Commit to Customer Service	Advanced
	Work Collaboratively	Highly Advanced
	Influence and Negotiate	Advanced
 Results	Deliver Results	Advanced
	Plan and Prioritise	Advanced
	Think and Solve Problems	Advanced
	Demonstrate Accountability	Advanced
 Business Enablers	Finance	Adept
	Technology	Adept
	Procurement and Contract Management	Adept
	Project Management	Advanced
 People Management	Manage and Develop People	Advanced
	Inspire Direction and Purpose	Advanced
	Optimise Business Outcomes	Adept
	Manage Reform and Change	Advanced

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	Highly Advanced	<ul style="list-style-type: none"> Create a climate which encourages and supports openness, persistence and genuine debate around critical issues Provide sound exposition and argument for agreed positions while remaining open to valid suggestions for change Raise critical issues and make tough decisions Respond to significant, complex and novel challenges with a high level of resilience and persistence

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Personal Attributes Act with Integrity	Advanced	<ul style="list-style-type: none"> Consistently use a range of strategies to keep control of own emotions and act as a stabilising influence even in the most challenging situations Model the highest standards of ethical behaviour and reinforce them in others Represent the organisation in an honest, ethical and professional way and set an example for others to follow Ensure that others have a working understanding of the legislation and policy framework within which they operate Promote a culture of integrity and professionalism within the organisation and in dealings external to government Monitor ethical practices, standards and systems and reinforce their use Act on reported breaches of rules, policies and guidelines
Relationships Communicate Effectively	Highly Advanced	<ul style="list-style-type: none"> Articulate complex concepts and put forward compelling arguments and rationales to all levels and types of audiences Speak in a highly articulate and influential manner State the facts and explain their implications for the organisation and key stakeholders Promote the organisation's position with authority and credibility cross-government, cross-jurisdictionally and outside of government Actively listen, and identify ways to ensure all have an opportunity to contribute Anticipate and address key areas of interest for the audience and adapt style under pressure
Relationships Commit to Customer Service	Advanced	<ul style="list-style-type: none"> Promote a culture of quality customer service in the organisation Initiate and develop partnerships with customers to define and evaluate service performance outcomes Promote and manage alliances within the organisation and across the public, private and community sectors Liaise with senior stakeholders on key issues and provide expert and influential advice Identify and incorporate the interests and needs of customers in business process design Ensure that the organisation's systems, processes, policies and programs respond to customer needs
Relationships Work Collaboratively	Highly Advanced	<ul style="list-style-type: none"> Establish a culture and supporting systems that facilitate information sharing, communication and learning across the sector Publicly celebrate the successful outcomes of collaboration Seek out and facilitate opportunities to engage and collaborate with stakeholders to develop organisational, whole-of-government and cross-jurisdictional solutions Identify and overcome barriers to collaboration with internal and external stakeholders

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Results Think and Solve Problems	Advanced	<ul style="list-style-type: none"> • Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues • Work through issues, weigh up alternatives and identify the most effective solutions • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements • Implement systems and processes that underpin high quality research and analysis
Results Demonstrate Accountability	Advanced	<ul style="list-style-type: none"> • Design and develop systems to establish and measure accountabilities • Ensure accountabilities are exercised in line with government and business goals • Exercise due diligence to ensure work health and safety risks are addressed • Oversee quality assurance practices • Model the highest standards of financial probity, demonstrating respect for public monies and other resources • Monitor and maintain business unit knowledge of and compliance with legislative and regulatory frameworks • Incorporate sound risk management principles and strategies into business planning
Business Enablers Project Management	Advanced	<ul style="list-style-type: none"> • Prepare scope and business cases for more ambiguous or complex projects including cost and resource impacts • Access key subject-matter experts' knowledge to inform project plans and directions • Implement effective stakeholder engagement and communications strategy for all stages of projects • Monitor the completion of projects and implement effective and rigorous project evaluation methodologies to inform future planning • Develop effective strategies to remedy variances from project plans, and minimise impacts • Manage transitions between project stages and ensure that changes are consistent with organisational goals
People Management Manage and Develop People	Advanced	<ul style="list-style-type: none"> • Refine roles and responsibilities over time to achieve better business outcomes • Recognise talent, develop team capability and undertake succession planning • Coach and mentor staff and encourage professional development and continuous learning • Provide timely, constructive and objective feedback to staff • Address and resolve team and individual performance issues, including serious unsatisfactory performance, in a timely and effective way

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
People Management Inspire Direction and Purpose	Advanced	<ul style="list-style-type: none"> Implement performance development frameworks to align workforce capability with the organisation's current and future priorities and objectives Promote a sense of purpose and enable others to understand the links between government policy and organisational goals Build a shared sense of direction, clarify priorities and goals and inspire others to achieve them Work with others to translate strategic direction into operational goals and build a shared understanding of the link to core business outcomes Create opportunities for recognising and celebrating high performance at the individual and team level Work to remove barriers to achievement of goals

