

Role Description

Senior Manager Communications

Cluster	Transport
Agency	Transport for NSW
Division/Branch/Unit	Sydney Metro Delivery Office (SMDO) / West project
Location	680 George Street and other site locations
Classification/Grade/Band	TSSM
Role Number	
ANZSCO Code	225311
PCAT Code	2139192
Date of Approval	
Agency Website	www.transport.nsw.gov.au

Agency overview

Transport for NSW is the centrepiece of a reshaped transport cluster. It is responsible for setting the strategic direction and guiding an extended network of public and private service delivery agencies to deliver improved Transport outcomes.

Primary purpose of the role

The primary purpose of the role is to provide strategic communications and stakeholder and community engagement advice to the Director Project Communications on Sydney Metro West. This role will manage a team of communication specialists and be responsible for developing and implementing significant community and stakeholder relations initiatives throughout property acquisition, early planning, and project delivery.

Critical to this role is the ability to work collaboratively across different work streams to ensure a consistent approach to government agency and senior stakeholder relationships, media, issues management and marketing is undertaken.

Key accountabilities

- Model good leadership to inspire direction and delivery, develop people, and drive change
- Live the NSW Public Sector and organisational values to achieve outstanding outcomes for the organisation and customers
- Lead the development and implementation of a range of stakeholder and community engagement activities to ensure communities and stakeholders are consulted at appropriate points in the project
- Establish and maintain effective working relationships across Sydney Metro to ensure a coordinated and consistent approach to government and senior stakeholder relationships, media, issues management and marketing is undertaken
- Report key issues and provide strategic advice to the Director Project Communications
- Prepare ministerial, media, and engagement material as required

- Engage and manage issues around affected individuals, businesses and communities and ensure delivery partners comply with community and engagement liaison contractual requirements for the project.
- Manage the identification of risks associated with community engagement aspects of the project and lead the development and implementation of appropriate strategies and controls to minimise risk
- Build and sustain relationships with a network of key internal and external stakeholders, working towards mutually beneficial outcomes in order to facilitate and foster their involvement in the development of project activities.

Key challenges

- Keeping up-to-date with project issues and priorities
- Maintaining an understanding of industry trends and new available technologies in the usage of digital and social media
- Understanding the wider context of Sydney Metro and the implications of this for project activities

Key relationships

Who	Why
Internal	
Director, Project Communications and team	<ul style="list-style-type: none"> • Escalate project issues, keep informed, advise and receive instructions • Provide regular updates on key projects and programs, issues and priorities • Work cooperatively within the team, exchange information and assist other team members to achieve team objectives and work outcomes
Direct reports	<ul style="list-style-type: none"> • Lead, inspire and motivate the team, provide direction and manage performance
Communication and Engagement functional group	<ul style="list-style-type: none"> • Inform of Project issues and work collaboratively to coordinate responses • When required, provide updates on key projects and programs, issues and priorities • Receive guidance about relevant policies, procedures and standards
Integrated project teams and wider Sydney Metro Delivery Office	<ul style="list-style-type: none"> • Build collaborative working relationships
Other divisions of TfNSW and Transport Operating Agencies	<ul style="list-style-type: none"> • Build collaborative working relationships
External	
Service providers and contractors, community stakeholders, local councils and businesses	<ul style="list-style-type: none"> • Build collaborative working relationships

Role dimensions

Decision making

The role operates with a high level of autonomy, while establishing strategic priorities in consultation with the Director Project Communications. The position holder is expected to deliver assigned projects on time and at or below budget and is fully accountable for the quality, integrity and accuracy of expert advice provided

Reporting line

The Sydney Metro Delivery Office operates under a matrix reporting model across functional and implementation groups, or project workstreams

This role reports to the Director Project Communications

Direct reports

The role has a variable number of direct reports

Budget/Expenditure

The budget/expenditure allocation for the role will be confirmed.

Essential requirements

- Relevant tertiary qualifications in community relations and demonstrated relevant industry experience
- Sound understanding and knowledge of relevant statutory requirements in relation to community relations on major infrastructure projects
- Demonstrated experience in the delivery of communications and engagement liaison outcomes for major infrastructure projects
- Willingness to work outside of normal working hours, including weekends, as required






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	Advanced
	Manage Self	Adept
	Value Diversity	Advanced
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Advanced
	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	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	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 Act with Integrity	Advanced	<ul style="list-style-type: none"> 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

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> • Monitor ethical practices, standards and systems and reinforce their use • Act on reported breaches of rules, policies and guidelines • 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 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	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 Deliver Results	Adept	<ul style="list-style-type: none"> • Take responsibility for delivering on intended outcomes • Make sure team/unit staff understand expected goals and acknowledge success • Identify resource needs and ensure goals are achieved within budget and deadlines • Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes
Results	Adept	<ul style="list-style-type: none"> • Assess work outcomes and identify and share learnings to inform future actions

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Demonstrate Accountability		<ul style="list-style-type: none"> • Ensure that actions of self and others are focused on achieving organisational outcomes • Exercise delegations responsibly • Understand and apply high standards of financial probity with public monies and other resources • Identify and implement safe work practices, taking a systematic risk management approach to ensure health and safety of self and others • Conduct and report on quality control audits • Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks
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
People Management Manage and Develop People	Adept	<ul style="list-style-type: none"> • Define and clearly communicate roles and responsibilities to achieve team/unit outcome • Negotiate clear performance standards and monitor progress • Develop team/unit plans that take into account team capability, strengths and opportunities for development • Provide regular constructive feedback to build on strengths and achieve results • Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way • Monitor and report on performance of team in line with established performance development frameworks