

# Role Description

## Media Officer

Cluster	Justice
Agency	NSW Police Force
Command/Business Unit	Police Media Unit, Public Affairs Branch
Location	Various
Classification/Grade/Band	Public Relations Officer (Level 2)
ANZSCO Code	225311
PCAT Code	1111492
NSWPF Role Number	
Date of Approval	19 / 09 / 2017
Agency Website	<a href="http://www.police.nsw.gov.au">www.police.nsw.gov.au</a>

### Agency overview

The NSW Police Force (NSWPF) vision is for a 'Safe and Secure New South Wales', which is achieved by police working with the community to reduce violence, crime and fear.

It is one of the largest police forces in the western world, with more than 20,000 NSW Police Force employees, including more than 16,000 sworn officers providing a range of law and order services 24 hours a day, seven days a week to the socially, geographically and culturally diverse community of NSW.

The organisation has five function lines, based across a number of locations. Metropolitan Field Operations and Regional NSW Field Operations provide frontline services directly to the community. Investigations & Counter Terrorism provides investigative, technical and counter terrorism expertise. Specialist Support provides an operational support function along with a range of specialised services. The fifth function line, Corporate Services, provides business support services such as technology and communication, education and training and corporate human resources functions.

The NSWPF *Statement of Values* and *Code of Conduct & Ethics* outlines appropriate behaviour for all NSW Police Force staff. All employees of NSWPF are expected to ensure ethics are incorporated into all aspects of their work making ethical behaviour, practices and decision making a part of daily routine. This further extends to ensuring confidentiality and information security is maintained at all times.

Work, Health and Safety legislation requires all employees to have specific responsibilities. This role is responsible for following all NSWPF health and safety policies, and taking all reasonable care that their actions or omissions do not impact on the health and safety of others

### Primary purpose of the role

Develop, deliver and manage a range of media related activities, including responses to media enquiries, attending crime scenes and other incidents, preparation of media releases, ministerial announcements, media campaigns and media issues management. This role will have occasional liaison with Ministerial Offices to deliver effective and relevant media services in a manner that reflects organisational priorities and upholds and promotes the reputation of the NSW Police Force.

**Key accountabilities**

- Develop and draft responses to media enquiries and issues to provide timely and appropriate responses in a way that mitigates risk and promotes the reputation of the NSWPF and its service delivery
- Draft a range of media materials for stakeholders and corporate spokespersons, including media briefings, executive media briefings, media statements and media releases
- Assist in the implementation and co-ordination of media conferences, launches, campaigns, crime scene and incident communications and other media projects to support NSWPF policy and operational priorities and to communicate key messages relating to initiatives, service delivery and proactive news stories.
- Capacity to develop compelling social media content and a sound working knowledge of social media platforms.
- Monitor arising and emerging issues and media enquiries to formulate and implement responses and ensure the release of only suitable and approved information
- Using multi-media and digital/social media resources when appropriate to maximise opportunities to assist investigations, increase public confidence in police and promote the good work of the NSWPF
- Provide specialist advice to NSWPF operational officers to support them in implementing media strategies to assist investigations and manage responses to issues under media focus.
- Develop and maintain relationships with a wide range of media organisations and foster positive relationships with journalists covering NSWPF matters.

**Key challenges**

- Working across multiple tasks and deadlines at any time while maintaining focus on delivering accurate, correct and positive messages and being responsive to the need to change priorities at short notice that takes account of the sensitivity, confidentiality, legislative, operational and political implications of each issue.
- Determining the suitability of releasing police information to the media by liaising with senior personnel as well as police in the field.
- Balancing the corporate and operational needs of the NSWPF and the needs of external media organisations.

**Key relationships**

Who	Why
<b>Ministerial</b>	
Commissioner/Minister	<ul style="list-style-type: none"> <li>• Provide advice and develop media responses following consultation</li> <li>• Respond to enquiries by developing media materials.</li> </ul>
<b>Internal</b>	
Manager/Supervisor	<ul style="list-style-type: none"> <li>• Provide information and seek feedback</li> <li>• Identify emerging issues/risks and their implications and propose solutions, seeking direction to implement proposed resolution</li> <li>• Seek direction, advice, support and report on progress of current media issues and allocated projects, portfolios.</li> </ul>
Team Colleagues	<ul style="list-style-type: none"> <li>• Provide advice and status of current and emerging media issues</li> <li>• Assist with workload and competing priorities across the team;</li> </ul>

Who	Why
	<ul style="list-style-type: none"><li>• Provide effective and valuable two way liaison</li><li>• Maintain accountability for allocated tasks.</li></ul>
NSWPF Commands	<ul style="list-style-type: none"><li>• Provision of timely and accurate advice following requests for assistance, preparing responses to the media and co-ordinating interviews</li><li>• Develop and maintain effective working relationships</li><li>• Media consultancy through information exchange</li></ul>
External	
Media	<ul style="list-style-type: none"><li>• Develop constructive relationships, information exchange, liaise on interviews and responses</li></ul>

## Role dimensions

### Decision making

This role works with supervision carrying a level of autonomy in setting own priorities in alignment with management direction. They determine their own actions within government, corporate and legislative frameworks and for ensuring quality control in the implementation of own workload.

Recommendations are based on sound evidence, but at times may be required to use their judgement under pressure; or in the absence of complete information; and/or as a source of expert advice to stakeholders seeking that immediate response.

### Reporting line

- Manager, Media Unit – SES Band
- Media Supervisor – PRO (Level 1) and/or Sergeant

### Direct reports

- This role has no direct reports

### Budget/Expenditure

This role has no financial or HR delegations.

### Essential requirements





- Proven substantial experience in journalism and/or public relations in a high pressure issue management environment with demonstrated commitment to ongoing professional development.
- Willingness and capacity to operate over a 24/7 roster pattern which may include intra-state travel
- Current NSW Driver's Licence with a (Min) 6 months clear driving record
- Obtain and maintain the requisite security clearances for this position.

### 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](http://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	Intermediate
	<b>Act with Integrity</b>	<b>Intermediate</b>
	Manage Self	Adept
	Value Diversity	Foundational
 Relationships	<b>Communicate Effectively</b>	<b>Adept</b>
	Commit to Customer Service	Intermediate
	<b>Work Collaboratively</b>	<b>Intermediate</b>
 Results	Deliver Results	Intermediate
	<b>Plan and Prioritise</b>	<b>Adept</b>
	<b>Think and Solve Problems</b>	<b>Adept</b>
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Intermediate
	Procurement and Contract Management	Foundational
	<b>Project Management</b>	<b>Intermediate</b>

## 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
<b>Personal Attributes</b> Act with Integrity	Intermediate	<ul style="list-style-type: none"> <li>• Represent the organisation in an honest, ethical and professional way</li> <li>• Support a culture of integrity and professionalism</li> <li>• Understand and follow legislation, rules, policies, guidelines and codes of conduct</li> <li>• Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct</li> <li>• Recognise and report misconduct, illegal or inappropriate behaviour</li> </ul>

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Relationships</b> Communicate Effectively	Adept	<ul style="list-style-type: none"> <li>• Report and manage apparent conflicts of interest</li> <li>• Tailor communication to the audience</li> <li>• Clearly explain complex concepts and arguments to individuals and groups</li> <li>• Monitor own and others' non-verbal cues and adapt where necessary</li> <li>• Create opportunities for others to be heard</li> <li>• Actively listen to others and clarify own understanding</li> <li>• Write fluently in a range of styles and formats</li> </ul>
<b>Relationships</b> Work Collaboratively	Intermediate	<ul style="list-style-type: none"> <li>• Build a supportive and co-operative team environment</li> <li>• Share information and learning across teams</li> <li>• Acknowledge outcomes which were achieved by effective collaboration</li> <li>• Engage other teams/units to share information and solve issues and problems jointly</li> <li>• Support others in challenging situations</li> </ul>
<b>Results</b> Plan and Prioritise	Adept	<ul style="list-style-type: none"> <li>• Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work</li> <li>• Initiate, prioritise, consult on and develop team/unit goals, strategies and plans</li> <li>• Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses</li> <li>• Ensure current work plans and activities support and are consistent with organisational change initiatives</li> <li>• Evaluate achievements and adjust future plans accordingly</li> </ul>
<b>Results</b> Think and Solve Problems	Adept	<ul style="list-style-type: none"> <li>• Research and analyse information, identify interrelationships and make recommendations based on relevant evidence</li> <li>• Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options</li> <li>• Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness</li> <li>• Identify and share business process improvements to enhance effectiveness</li> </ul>
<b>Business Enablers</b> Project Management	Intermediate	<ul style="list-style-type: none"> <li>• Perform basic research and analysis which others will use to inform project directions</li> <li>• Understand project goals, steps to be undertaken and expected outcomes</li> <li>• Prepare accurate documentation to support cost or resource estimates</li> <li>• Participate and contribute to reviews of progress, outcomes and future improvements</li> <li>• Identify and escalate any possible variance from project plans</li> </ul>

## Version Control

Version	Summary of Changes	Date
V1.0	Position Description translated into Role Description template	19.09.2017