

Role Description

Head of Communications and Engagement

Cluster	Premier and Cabinet
Agency	Museum of Applied Arts and Sciences
Division/Branch/Unit	Communications
Grade/Band	Clerk Grade 11/12
ANZSCO Code	1119192
PCAT Code	139999
Date of Approval	20 July 2021
Agency Website	www.maas.museum

Agency overview

The Museum of Applied Arts and Sciences sits at the intersection of the arts, design, science and technology and plays a critical role in engaging communities with contemporary ideas and issues. Established in 1881, the Museum includes Powerhouse Ultimo, Sydney Observatory, Powerhouse, Castle Hill and will expand to include the Museum's new flagship - Powerhouse Parramatta. The Museum is custodian to over half a million objects of national and international significance and is considered one of the finest and most diverse collections in Australia.

The Museum of Applied Arts and Sciences is undertaking a landmark renewal program which includes the creation of Powerhouse Parramatta, the largest cultural infrastructure project since the Sydney Opera House; the expansion of Museum's Discovery Centre, Castle Hill which includes expanded storage and new research and public facilities and the renewal of the iconic Powerhouse Museum in Ultimo. Central to the renewal is the provision of new levels of access to the Powerhouse collection through the digitisation of over 300,000 objects.

Primary purpose of the role

The Head of Communications and Engagement is a key leadership role. The role is responsible for establishing high levels of engagement through the development and delivery of communications and engagement strategies during a transformational period of renewal for the Powerhouse. Connecting the Powerhouse with government, industry and communities from across NSW, Australia and internationally the position will build partnerships, audiences and profile for the Powerhouse. Through communicating with clarity and consistency across the institution, its stakeholders, partners and communities the position will play an important role in delivering the aspirations and ambitions of the Powerhouse renewal.

Key accountabilities

- Lead the development and implementation of communications and stakeholder strategies to embed collaboration and build mutually beneficial relationships.
- Lead the Engagement team and collaborate across the museum to ensure consistent and precise delivery of the strategy while managing internal processes to the highest standard.
- Lead relationships with media and government and manage proactive and reactive corporate communications as well as day to day media enquiries for the Powerhouse Renewal.
- Actively cultivate external relationships with key stakeholders, communities, industry and Government.
- Lead innovative, engaging and authentic internal communications to connect networks and staff to the Powerhouse renewal.
- Develop and manage budgets to deliver on organisational priorities.
- Forecast, manage and report team and project budgets and key performance indicators.

- Adhere and lead by example in respect to obligations, responsibilities and legislative requirements under the current Work Health & Safety (WHS) Acts and Regulations, ensuring that all areas under supervision comply, and are monitored and reviewed regularly for WH&S risks and hazards.
- Other relevant duties as required.

Key challenges

- Delivering high quality outcomes while managing tight deadlines and ensuring competing priorities are balanced effectively.
- Developing, influencing, and maintaining strong and productive relationships internally and externally, to achieve renewal priorities.

Key relationships

Who	Why
Internal	
Director Communications	<ul style="list-style-type: none"> • Receive broad guidance, exchange information, provide accurate analysis and provide expert advice on all aspects of corporate communications, government relations and related activities. • Provide progress reports on all work outcomes. • Keep informed of/escalate emerging and contentious issues or conflicts.
Head of Marketing	• Work closely and collaboratively, exchange information, align objectives
Head of Digital	• Work closely and collaboratively, exchange information, align objectives
Department Heads teams	<ul style="list-style-type: none"> • Exchange information and understand requirements and provide quality client service. • Liaise to understand department priorities, programs and activities.
External	
Relevant External Stakeholders	• Develop and maintain effective professional relationships to support the effective coordination and delivery of various projects and programs.

Role dimensions

Decision making

The Head of Communications and Engagement plans and sets priorities for work to be completed in consultation with the Director Communications. The position is responsible for decisions related to communications and engagement. The role makes operational decisions regarding the planning and organisation of their work and/or the work of the team to achieve objectives and meeting performance criteria, within approved work and project plans.

Reporting

The role reports into the Director Communications and has 3 direct reports

Key knowledge and experience

- Extensive experience in stakeholder engagement and building relationships.
- Experience in issues management and leading engaging internal communications programs.

Essential requirements

- Relevant tertiary qualifications or equivalent industry experience.
- Exceptional written and verbal communication skills.
- Demonstrated experience in leading high performing and engaged teams.
- A strong commitment to, and understanding of, the principles and practise of diversity and inclusion as they support and effect the engagement of teams, audiences, and content creation.

Capabilities for the role


The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for roles with managerial responsibilities. These

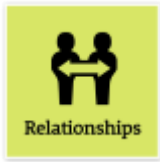
groups, combined with capabilities drawn from occupation-specific capability sets where relevant, work together to provide an understanding of the capabilities needed for the role. The capabilities are separated into **focus capabilities** and **complementary capabilities**.

Focus capabilities

Focus capabilities are the capabilities considered the most important for effective performance of the role. These capabilities will be assessed at recruitment.

The focus capabilities for this role are shown below with a brief explanation of what each capability covers and the indicators describing the types of behaviours expected at each level.

FOCUS CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Ensure that others are aware of and understand the legislation and policy framework within which they operate • Act to prevent and report misconduct and illegal and inappropriate behaviour 	Adept
	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none"> • Act as a professional role model for colleagues, set high personal goals and take pride in their achievement • Actively seek, reflect and act on feedback on own performance • Translate negative feedback into an opportunity to improve • Take the initiative and act in a decisive way • Demonstrate a strong interest in new knowledge and emerging practices relevant to the organisation 	Advanced
	Value Diversity and Inclusion Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	<ul style="list-style-type: none"> • Promote the value of diversity and inclusive practices for the organisation, customers and stakeholders • Demonstrate cultural sensitivity, and engage with and integrate the views of others • Look for practical ways to resolve any barriers to including people from diverse cultures, backgrounds and experiences • Recognise and adapt to individual abilities, differences and working styles • Support initiatives that create a safe and equitable workplace and culture in which differences are valued • Recognise and manage bias in interactions and decision making 	Adept
	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences 	Advanced



- Create opportunities for others to contribute to discussion and debate
- Contribute to and promote information sharing across the organisation
- Manage complex communications that involve understanding and responding to multiple and divergent viewpoints
- Explore creative ways to engage diverse audiences and communicate information
- Adjust style and approach to optimise outcomes
- Write fluently and persuasively in plain English and in a range of styles and formats

Work Collaboratively

Collaborate with others and value their contribution

Adept

- Encourage a culture that recognises the value of collaboration
- Build cooperation and overcome barriers to information sharing and communication across teams and units
- Share lessons learned across teams and units
- Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work
- Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services

Influence and Negotiate

Gain consensus and commitment from others, and resolve issues and conflicts

Adept

- Negotiate from an informed and credible position
- Lead and facilitate productive discussions with staff and stakeholders
- Encourage others to talk, share and debate ideas to achieve a consensus
- Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes
- Influence others with a fair and considered approach and sound arguments
- Show sensitivity and understanding in resolving conflicts and differences
- Manage challenging relationships with internal and external stakeholders
- Anticipate and minimise conflict



Deliver Results


Achieve results through the efficient use of resources and a commitment to quality outcomes

Advanced

- Seek and apply the expertise of key individuals to achieve organisational outcomes
- Drive a culture of achievement and acknowledge input from others
- Determine how outcomes will be measured and guide others on evaluation methods
- Investigate and create opportunities to enhance the achievement of organisational objectives
- Make sure others understand that on-time and on-budget results are required and how overall success is defined
- Control business unit output to ensure government outcomes are achieved within budgets
- Progress organisational priorities and ensure that resources are acquired and used effectively

Plan and Prioritise

Adept





	Plan to achieve priority outcomes and respond flexibly to changing circumstances	<ul style="list-style-type: none"> Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work Initiate, prioritise, consult on and develop team and unit goals, strategies and plans Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses Ensure current work plans and activities support and are consistent with organisational change initiatives Evaluate outcomes and adjust future plans accordingly 	
	Project Management Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> Understand all components of the project management process, including the need to consider change management to realise business benefits Prepare clear project proposals and accurate estimates of required costs and resources Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements Identify and evaluate risks associated with the project and develop mitigation strategies Identify and consult stakeholders to inform the project strategy Communicate the project's objectives and its expected benefits Monitor the completion of project milestones against goals and take necessary action Evaluate progress and identify improvements to inform future projects 	Adept
	Inspire Direction and Purpose Communicate goals, priorities and vision, and recognise achievements	<ul style="list-style-type: none"> Promote a sense of purpose and enable others to understand the links between government policy, organisational goals and public value Build a shared sense of direction, clarify priorities and goals, and inspire others to achieve these Work with others to translate strategic direction into operational goals and build a shared understanding of the link between these and core business outcomes Create opportunities for recognising and celebrating high performance at the individual and team level Instil confidence, and cultivate an attitude of openness and curiosity in tackling future challenges 	Advanced

Complementary capabilities

Complementary capabilities are also identified from the Capability Framework and relevant occupation-specific capability sets. They are important to identifying performance required for the role and development opportunities.

Note: capabilities listed as 'not essential' for this role are not relevant for recruitment purposes however may be relevant for future career development.

COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Adept
	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Intermediate
 Relationships	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
 Results	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
 People Management	Manage and Develop People	Engage and motivate staff, and develop capability and potential in others	Adept
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Intermediate
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Adept