

Role Description

Public Affairs Officer



Cluster	Stronger Communities
Department/Agency	NSW State Emergency Service
Division/Branch/Unit	Corporate Services
Location	State Headquarters
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	225311
Role Number	52009775
PCAT Code	1211492
Date of Approval	October 2019
Agency Website	www.ses.nsw.gov.au

Agency overview

Our Mission: NSW SES saving lives and creating safer communities.

Our Vision: A trusted volunteer-based emergency service, working together to deliver excellence in community preparedness and emergency response.

The NSW State Emergency Service (NSW SES) is an emergency and rescue service made up almost entirely of volunteers and supported by a small staff contingent. NSW SES is a key influencer of other emergency service agencies and works closely with these partners to modernise and grow volunteering to save lives and protect communities

While major responsibilities are for flood, storm operations and tsunamis, the NSW SES also provides the majority of general rescue effort in the rural parts of the state. This includes road accident rescue, vertical rescue, bush search and rescue, evidence searches (both metropolitan and rural), other forms of specialist rescue that may be required due to local threats, Urban Search and Rescue and Community First Response.

Primary Purpose of the role

The Public Affairs Officer develops and supports external public relations opportunities including the coordination of media, stakeholders/participants, and production of information materials for distribution. Public Affairs Coordinator identifies and provides support for public relations opportunities and key organisational projects and programs.

Key accountabilities

- Contribute to the development of NSW SES media strategies and policies and support the NSW SES profile and marketing of the organisation by undertaking briefings, assisting with media releases and speeches
- Prepare communication material on a range of issues suitable for the media, social media and other stakeholders to address key issues and promote the work, activities and objectives of NSW SES

- Contribute to the development and implementation of public awareness and education strategies for public education and safety campaigns to promote and profile the work of the organisation and its members
- Deliver digital content including posts, podcasts and short videos that promotes the work of NSW SES teams, using channels such as twitter, Instagram, Linked In and the intranet; undertake engagement analytics and recommendations post-release to enhance future communication initiatives
- Collaborate with internal stakeholders to assist with internal change management whilst developing and maintaining a positive brand image for the NSW SES
- Provide advice and assistance to staff in dealing with situations involving the media and other stakeholders, consistent with NSW SES policies and guidelines, and with reference to more senior members of the team as required
- Support and implement public relations campaigns, including the coordination of launches and media events to effectively position NSW SES in the community, media and government and business sectors and to promote the work, activities and objectives of NSW SES
- Conduct monitoring and analysis of traditional and social media reporting about conservation and environment issues to assist with identifying any sensitive or potential issues, and determining the effectiveness of the communications strategies and plans

Key challenges

- Operating in a complex and dynamic environment, covering issues that are increasingly sensitive to the public and operating with a capacity to meet individual business needs and deadlines while delivering to the required quality standards and targets
- Maintaining skills and knowledge of contemporary trends, research, emerging technologies and best practice in communications systems, tools and methodologies including online delivery systems to effectively promote NSW SES programs, services, activities and initiatives

Key relationships

Who	Why
Internal	
Coordinator Media and Public Relations	Receive guidance and support, provide advice, exchange information and escalate contentious issues.
Stakeholder Engagement Team	Interact with and work collaboratively to achieve team outcomes; share information and discuss solutions to problems and issues
NSW SES Staff	Work collaboratively across to share information and advise on media and communications best practice
External	
Stakeholders	Develop and maintain effective communication networks to facilitate ongoing liaison and responses to requests for information

Role dimensions

Decision making

Operates in structured operating environment that is subject to established policies procedures and practices and, in some circumstances, underpinned by statutory requirements. The position has some capacity to adapt or modify work methods to achieve required outcomes. Expected to make day-to-day decisions relating to work priorities and workload management, for themselves and any staff supervised

Reporting line

This role reports directly to the Coordinator Media and Public Relations

Direct reports

There are no direct reports.

Budget/Expenditure

Nil

Essential requirements

- Relevant tertiary qualifications or equivalent experience in media, public relations, Ministerial liaison, journalism or marketing
- Experience in implementing communication strategies with a focus on stakeholder involvement
- Thorough knowledge of AIIMS principles and processes, and/or willingness to obtain competence within 12 months

You may be required to participate in activities to support the agency during operational or emergency responses at NSW SES locations in the state, where the requirements are within the scope of your skills, knowledge and capabilities. You may also be required to participate in an on-call roster.

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

This role utilises an occupation specific capability set.

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
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Foundational
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Foundational
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Foundational
 Business Enablers	Finance	Foundational
	Technology	Adept
	Procurement and Contract Management	Foundational
	Project Management	Foundational
Occupation / profession specific capabilities		
Capability Group	Capability Name	Level
 Occupation Specific	Understands flood, storm and tsunami behaviour	Foundational
	Public Information	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	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 help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct Recognise and report misconduct and illegal and inappropriate behaviour Report and manage apparent conflicts of interest and encourage others to do so
Value Diversity & Inclusion	Intermediate	<ul style="list-style-type: none"> Be responsive to diverse cultures, backgrounds, experiences, perspectives, values and beliefs Seek participation from others who may have different backgrounds, perspectives and needs Be open to different perspectives and experiences in generating ideas and solving problems Adapt well in diverse environments Respond constructively to feedback regarding observations of bias in language or behaviour
Relationships		
Communicate Effectively	Adept	<ul style="list-style-type: none"> Tailor communication to diverse audiences Clearly explain complex concepts and arguments to individuals and groups Create opportunities for others to be heard, listen attentively and encourage them to express their views Share information across teams and units to enable informed decision making Write fluently in plain English and in a range of styles and formats Use contemporary communication channels to share information, engage and interact with diverse audiences
Results		
Deliver Results	Intermediate	<ul style="list-style-type: none"> 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
Think & Resolve Problems	Intermediate	<ul style="list-style-type: none"> Seek and apply specialist advice when required Complete work tasks within set budgets, timeframes and standards

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Take the initiative to progress and deliver own work and that of the team or unit • Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals • Identify any barriers to achieving results and resolve these where possible • Proactively change or adjust plans when needed
Business Enablers Technology	Adept	<ul style="list-style-type: none"> • Identify the facts and type of data needed to understand a problem or explore an opportunity • Research and analyse information to make recommendations based on relevant evidence • Identify issues that may hinder the completion of tasks and find appropriate solutions • Be willing to seek input from others and share own ideas to achieve best outcomes • Generate ideas and identify ways to improve systems and processes to meet user needs