

Role Description

Director Media and Communications



Cluster	Stronger Communities
Agency	Fire and Rescue NSW (FRNSW)
Directorate/Branch/Unit	Office of the Commissioner
Classification/Grade/Band	Band One
Kind of Employment	Ongoing
Role Number	52017030
ANZSCO Code	111211
PCAT Code	3229192
Agency Website	www.fire.nsw.gov.au

Agency overview

Fire and Rescue NSW (FRNSW) is one of the world's largest urban fire and rescue services and is the busiest in Australia. Our overriding purpose is to enhance community safety, quality of life, and confidence by minimising the impact of hazards and emergency incidents on the people, property, environment and on the economy of NSW. Our capabilities extend far beyond fighting fires. FRNSW firefighters are among the most highly trained in the world. Our teams provide fire prevention, they respond to hazardous materials incidents, natural disasters and medical emergencies. Our teams also undertake counter terrorism and urban search and rescue operations. We are prepared for anything – helping anyone, anywhere, anytime.

Primary purpose of the role

The primary objective of this role is to lead the communication function and overarching communications strategy, including the strategic management of media, social media, stakeholder relations, community risk reduction and collateral, and on-the-ground communications team to support strategic objectives and protect the integrity of FRNSW. The incumbent provides strategic direction and coordination for media across FRNSW, and takes responsibility for the identification and effective management of reputational risks for FRNSW. The incumbent provides analytical and strategic advice and support to senior management in relation to media management in order to maintain and enhance the reputation of FRNSW by implementing proactive and reactive strategies in these areas.

Key accountabilities

- Develop the overarching communications strategy (external and internal) and provide strategic and operational advice to the Commissioner and Senior Executives across FRNSW on emerging and sensitive issues.
- Oversee the design, implementation and coordination of media campaigns and written media material to support policy and operational priorities and to communicate key messages relating to activities and initiatives.
- Oversee the development and implementation of an internal communications strategy to ensure consistent, timely, engaging dialogue with employees and support achievement of people and culture goals and values.
- Oversee the development and implementation of a social media policy, strategy and program to ensure consistent, informative FRNSW wide proactive and reactive strategic approaches to social media are in place.
- Oversee the development of responses to complex media enquiries and issues to provide timely and appropriate responses in a way that mitigates risk and promotes the reputation of FRNSW and service delivery.
- Develop a range of complex communication and media materials for Executive Director and stakeholders, including briefings, presentations, statements and media releases to support events, provide information and respond to enquiries and issues.
- Lead the community risk reduction and sponsorship function, working with the Community Safety team to promote and communicate key programs and strategies, and driving a strategic and values-based approach to sponsorship opportunities.

- Act as the key point of contact for strategic engagement on media and reputational issues with the Minister's Office on behalf of FRNSW by keeping on top of all critical media issues across FRNSW and providing strategic advice on resolution of media and reputational issues as required.
- Leading and guiding the provision of a media monitoring service (including social media) and disseminating summary information across FRNSW.
- Lead the development, implementation and integrity of the FRNSW brand and ensure that all communication material and tools across digital, social and print are engaging and informative and contribute to FRNSW objectives.
- Provide expert advice to the Executive Director / Commissioner on the development, management and implementation of media and issues management strategies, plans and processes as well as providing input to the preparation of ministerial responses, responses to parliamentary questions, briefing notes and/or other reports
- Proactively identify contentious and emerging issues in advance and create mitigation strategies.
- Develop and maintain strong professional working relationships with key stakeholders within NSW Government, Ministerial Offices, non-government entities associated with FRNSW activities.

Key challenges

- Working in a complex environment of sensitive content and issues across broad policy areas to ensure that communication campaigns take into account the sensitivity, confidentiality and political implications of the issue.
- Proactively identifying media risks with a high actual or potential public exposure and providing a managed response that indicates FRNSW's position on issues and enhances the FRNSW's image
- Leading a seamless communications strategy in an uncertain environment, with multiple and concurrent operational activities.
- Supporting the Executive Director to ensure alignment between media and social media and strategic issues management functions across FRNSW and the objectives and requirements of the Commissioner and Minister's Office.
- Maintaining currency in knowledge and understanding of FRNSW programs, policies and developments and keeping up to date with an extensive range of Government strategies and announcements to ensure effective and accurate responses to emerging issues

Key relationships

Who	Why
Internal	
Commissioner, Executive Director Office of the Commissioner, Minister's Office	<ul style="list-style-type: none"> • Provide expert advice, counsel and recommendations on communications matters to influence organisational decisions and initiatives • Report on progress towards business objectives and discuss future directions • Work collaboratively in the delivery of speeches, presentations, briefs, media releases, forewords, Q&As and key messages, and Ministerial event briefs.

Who	Why
Executive Leadership Team/Senior Managers	<ul style="list-style-type: none"> Develop strategic relationships and provide expert communications advice to influence decisions, support initiatives and promote effective communications relating to FRNSW preventative and operational issues Collaborate to ensure that FRNSW communications program is aligned with whole of government and sector guidelines, direction and initiatives.
Internal Committees	<ul style="list-style-type: none"> Provide specialist and technical advice and reports to support internal committees
Staff within Unit	<ul style="list-style-type: none"> Inspire and motivate team, provide leadership, direction, information and instruction Set performance expectations and manage performance and development
External	
Government Agencies and other professional entities	<ul style="list-style-type: none"> Negotiate and represent FRNSW in various forums, establish professional networks and relationships to maintain currency, share ideas and learnings and collaborate on common responses to project issues
NSW Government Strategic Communications Unit	<ul style="list-style-type: none"> Liaise to facilitate access to high quality advice, products and services, and to align FRNSW programs with broader government directions and initiatives
Media Organisations	<ul style="list-style-type: none"> Establish and sustain proactive and appropriate relationships with media providers to achieve effective bilateral information sharing
Vendors/Service Providers and Consultants	<ul style="list-style-type: none"> Manage contracts and monitor provision of services to ensure compliance with contracts and service arrangements

Role dimensions

Decision making

- The role is the principal specialist and requires political acumen to provide specialist advice and recommendations to the Executive Director on complex communication, media, positive news opportunities and managing risk and contentious issues.

Reporting line: Executive Director Office of the Commissioner

Direct reports: TBA

Budget/Expenditure: As per FRNSW Delegations Manual

Key knowledge and experience

Proven track record in leading media and/or communications functions in a complex and challenging environment.

Essential requirements

Tertiary qualifications in Communications or a related degree or equivalent experience.

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 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
 <p>Personal Attributes</p>	<p>Act with integrity</p> <p>Be ethical and professional, and uphold and promote the public sector values</p>	<ul style="list-style-type: none"> • Model the highest standards of ethical and professional behaviour and reinforce their use • Represent the organisation in an honest, ethical and professional way and set an example for others to follow • 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 promptly on reported breaches of legislation, policies and guidelines 	Advanced
 <p>Relationships</p>	<p>Communicate Effectively</p> <p>Communicate clearly, actively listen to others, and respond with understanding and respect</p>	<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 	Highly Advanced
 <p>Relationships</p>	<p>Commit to Customer Service</p> <p>Provide customer-focused services in line with public sector and organisational objectives</p>	<ul style="list-style-type: none"> • Create a culture which embraces high quality customer service across the organisation, ensuring that management systems and processes drive service delivery outcomes • Engage and negotiate with stakeholders on strategic issues related to government policy, standards of customer service and accessibility, and provide expert, influential advice • Ensure that responsiveness to customer needs is central to the organisation's strategic planning processes • Set overall performance standards for service delivery across the organisation and monitor compliance 	Highly Advanced

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural Indicators	Level
	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	<ul style="list-style-type: none">• Influence others with a fair and considered approach and present persuasive counter-arguments• Work towards mutually beneficial 'win-win' outcomes• Show sensitivity and understanding in resolving acute and complex conflicts and differences• Identify key stakeholders and gain their support in advance• Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise• Anticipate and minimise conflict within the organisation and with external stakeholders	Advanced

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural Indicators	Level
 <p>Results</p>	<p>Think and Solve Problems Plan to achieve priority outcomes and respond flexibly to changing circumstances</p>	<ul style="list-style-type: none"> • Understand the links between the business unit, organisation and the whole-of-government agenda • Ensure business plan goals are clear and appropriate and include contingency provisions • Monitor the progress of initiatives and make necessary adjustments • Anticipate and assess the impact of changes, including government policy and economic conditions, on business plans and initiatives and respond appropriately • Consider the implications of a wide range of complex issues and shift business priorities when necessary • Undertake planning to help the organisation transition through change initiatives, and evaluate progress and outcomes to inform future planning 	Advanced
 <p>Business Enablers</p>	<p>Technology Understand and use available technologies to maximise efficiencies and effectiveness</p>	<ul style="list-style-type: none"> • Show commitment to the use of existing and deployment of appropriate new technologies in the workplace • Implement appropriate controls to ensure compliance with information and communications security and use policies • Maintain a level of currency regarding emerging technologies and how they might be applied to support business outcomes • Seek advice from appropriate technical experts to leverage information, communication and other technologies to achieve business outcomes • Implement and monitor appropriate records, information and knowledge management systems protocols and policies 	Advanced
 <p>People Management</p>	<p>Inspire Direction and Purpose Communicate goals, priorities and vision, and recognise achievements</p>	<ul style="list-style-type: none"> • 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 	Advanced

FOCUS CAPABILITIES






Capability group/sets	Capability name	Behavioural Indicators	Level
	Manage Reform and Change Support, promote and champion change, and assist others to engage with change	<ul style="list-style-type: none"> • Clarify the purpose and benefits of continuous improvement for staff and provide coaching and leadership in times of uncertainty • Assist others to address emerging challenges and risks and generate support for change initiatives • Translate change initiatives into practical strategies and explain these to staff, and their role in implementing them • Implement structured change management processes to identify and develop responses to cultural barriers 	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
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Advanced
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Adept
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Advanced
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Advanced
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Adept
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept
	Project Management	Understand and apply effective project planning, coordination and control methods	Adept
 People Management	Manage and Develop People	Engage and motivate staff, and develop capability and potential in others	Advanced
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Adept