Role Description
Principal Project Officer
Stakeholder Engagement & Communications

Cluster	Planning, Industry & Environment
Agency	Department of Planning, Industry & Environment
Division/Branch/Unit	Water/ SDLAM Program
Location	Negotiable
Classification/Grade/Band	Clerk Grade 11/12
Role Family	Bespoke/Communication & Engagement/Lead
ANZSCO Code	139999
PCAT Code	1119192
Date of Approval	August 2019
Agency Website	www.dpie.nsw.gov.au

Agency overview

The Planning, Industry and Environment Cluster was formed in 2019. The Cluster drives greater levels of integration and efficiency across key areas such as long-term planning, precincts, housing, property, infrastructure priorities, open space, the environment, our natural resources – land, water, mining – energy, and growing our industries. There is a strong emphasis on regional NSW.

Primary purpose of the role

The role leads the development, implementation and management of a range of stakeholder engagement and communication projects and initiatives to promote and support the NSW Sustainable Diversion Limit Adjustment Mechanism (SDLAM) Program.

Key accountabilities

- Develop and implement the SDLAM Program engagement and communications strategy and coordinate it's delivery to ensure stakeholder input into the Program and promote awareness of the Program objectives, progress and outcomes
- Initiate and lead research and analysis to develop stakeholder engagement and communications strategies, plans and projects ensuring alignment with the SDLAM objectives.
- Provide expert advice to the Program leaders, internal and external stakeholders on all aspects of communication and engagement initiatives planned for the Program, report on strategy outcomes and emergent issues

- Build and maintain collaborative and consultative working relationships with external stakeholders, to promote open communication and facilitate delivery of best practice communication and community engagement initiatives
- Undertake analysis of SDLAM Program engagement and communications outcomes to ensure transparent and accurate reporting of Program outcomes
- Prepare a range of briefings and project related documents, including project plans, status updates, reports and discussion papers
- Advise the Executive on matters relating to project-specific stakeholder relations issues and perceptions to ensure messages are consistent with the Department's priorities and profile
- Identify risks and opportunities associated with stakeholder engagement aspects of projects and lead the development of appropriate strategies and controls to minimise risk

Key challenges

- Ensuring engagement and communications activities, mediums and products are effective in generating inclusion and adequately informing stakeholders
- Dealing with complex and sensitive issues to ensure effective stakeholder engagement and project implementation.
- Developing collaborative working relationships and an effective network of both internal and external stakeholders to ensure genuine and productive relationships and partnerships.

Key relationships

Who	Why
Internal	
Program Managers and Directors	- Provide strategic advice and project and program briefings - Collaborating on stakeholder engagement strategy development, submission of briefs and advice, and management of significant projects and/or issues - Liaise with senior managers to provide advice on an integrated stakeholder engagement and management strategy
Internal media team	Liaise on media initiatives which promote a consistent, positive image of funded vocational education and training programs and services available, and increase community education and awareness
External	
Commonwealth, State and territory agencies, Peak Industry and Provider groups	Consistently and appropriately partnering and providing advice on industry and community relations programs and strategies, program implementation and to engender stakeholder support and educate customers and stakeholders

Role dimensions

Decision making

The role:

- Makes high level decisions and acts independently to drive the development and implementation of stakeholder engagement strategies and initiatives
- Consults with the Director in relation to decisions that have wide reaching implications, exceed the role's financial delegations, are contentious and /or are likely to have an impact on stakeholders, and in relation to decisions that require significant change to project outcomes or timeframes.
- Submits reports, analyses, briefings, correspondence, speeches and other written material in a final high quality manner with minimal input required from the Director.

Reporting line

Director

Direct reports

TBA

Budget/Expenditure

TBA

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	Intermediate
Relationships	**Communicate Effectively**	**Advanced**
	Commit to Customer Service	**Advanced**
	Work Collaboratively	Adept
	Influence and Negotiate	Adept

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NSW Public Sector Capability Framework		
Capability Group	**Capability Name**	**Level**
Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	**Advanced**
	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	Adept
	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	• 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 • Monitor ethical practices, standards and systems and reinforce their use • Act on reported breaches of rules, policies and guidelines
Relationships Communicate Effectively	Advanced	• 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

NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
Relationships Commit to Customer Service	Advanced	• 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
Results Think and Solve Problems	Advanced	• Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues • Work through issues, weigh up alternatives and identify the most effective solutions • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements • Implement systems and processes that underpin high quality research and analysis
Results Demonstrate Accountability	Adept	• Assess work outcomes and identify and share learnings to inform future actions • 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 Technology	Adept	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business • Support compliance with the records, information and knowledge management requirements of the organisation
Business Enablers	Adept	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology

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Group and Capability	Level	Behavioural Indicators
Technology		for assigned tasks • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business • Support compliance with the records, information and knowledge management requirements of the organisation
People Management Manage and Develop People	Adept	• Define and clearly communicate roles and responsibilities to achieve team /unit outcomes • 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