

Role Description

Senior Media Advisor

Cluster	Premier and Cabinet
Agency	Department of Premier and Cabinet
Division/Branch/Unit	Community Engagement Group / Partnerships and Engagement
Role number	Various
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	225111
PCAT Code	1331491
Date of Approval	February 2022
Agency Website	www.dpc.nsw.gov.au

Agency overview

The NSW Department of Premier and Cabinet (DPC) is the lead central agency in the NSW Government.

We support the Premier and the Special Minister of State, the Cabinet, Ministers and agencies by coordinating policies and services across government. We lead policy development, provide innovative ideas and support Government plans and projects.

Working with us will give you a broad overview in areas such as public policy formulation, public administration and state administrative matters and an opportunity to be involved in a range of state-wide policies, issues and projects.

For more information go to [http://www.dpc.nsw.gov.au/about/about the department](http://www.dpc.nsw.gov.au/about/about_the_department).

Primary purpose of the role

The role of Senior Media Advisor provides media management (Operations and Public Relations) and advice for major events and protocol initiatives and delivers effective communications to support the Department of Premier and Cabinet (DPC) and the NSW Government. The role supports whole-of-government event communications coordination and delivers communications requirements for key events managed and coordinated by the NSW Government.

Key accountabilities

- Managing the delivery of media and communications for diverse state events and programs and promote the work of the DPC and the NSW Government.
- Development of media operations and media relations plans and strategies for significant events like Australia Day (DPC is the lead agency), Guest of Government Visits, State Memorials and Funerals.
- Working with Government agencies and stakeholders to develop strategies and implement whole-of-government communication for major events in Sydney.

- Development and delivery of media and social media materials and developing effective working relationships with media outlets.
- Maintaining the integrity of the NSW Government brand and reputation by providing well-thought out and sound media advice.
- Developing and delivering proactive and reactive media strategies and associated materials to inform the public of government milestones, events and programs via traditional and new media.
- Maintaining strong relationships with key stakeholders, internal and external, to deliver engaging content that highlights essential government information.

Key challenges

- Maintain current knowledge of the government agenda in an environment which is subject to rapid change and development with potential impacts to event planning and implementation.
- Balancing departmental role and responsibility when delivering essential government information.
- Working within tight timeframes and under close scrutiny, dealing with conflicting priorities, and competing stakeholder expectations.

Key relationships

Who	Why
Internal	
Associate Director, Media	<ul style="list-style-type: none"> • Escalate issues, keep informed, advise and receive instructions
Partnerships & Engagement Branch & DPC Groups	<ul style="list-style-type: none"> • Foster alignment and collaboration within the Branch and DPC Groups
External	
Key stakeholders, including the NSW Premier's Office, Ministerial Offices and government agencies.	<ul style="list-style-type: none"> • Provide strategic advice and media support for government initiatives • Develop and maintain effective working relationships and open channels of communication to facilitate liaison, consultation and engagement.

Role dimensions

Decision making

This role:

- Submits communications plans, reports, analyses, briefings and other forms of written advice in final form with some input required from the Manager.
- Refers to the Manager decisions that require significant change to project outcomes or timeframes; are likely to escalate or create substantial or contentious precedent; require a higher administrative or financial delegation, or submission to a higher level of management.

Reporting line

The Senior Media Advisor role reports to the Associate Director Media.

Key knowledge and experience

- Demonstrated experience in leading and coordinating end to end communications campaigns and projects with a focus on planning and implementation of media requirements for events and initiatives.

- Demonstrated experience in event management, including media relations, operations/logistics and public communication.
- Demonstrated experience in the development of marketing and media communications material, including media releases, media and stakeholder briefings, key messages and social media content and strategies, and working directly with the media to deliver government and event communications.

Essential requirements

- Appropriate tertiary qualifications or demonstrated equivalent relevant professional experience.
- After hours, on call and weekend work is required on occasion

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
 Personal Attributes	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
 Relationships	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 • 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 	Advanced
 Results	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<ul style="list-style-type: none"> • Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence • Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience • Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience • Seek contributions and ideas from people with diverse backgrounds and experience • Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness 	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
 Business Enablers	Technology Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> • Champion the use of innovative technologies in the workplace • Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies • Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes • Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes • Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies 	Advanced
	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

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	Adept
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
	Work Collaboratively	Collaborate with others and value their contribution	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate