

Role Description

Senior Communications Advisor – Snowy Hydro Legacy Fund



Regional
NSW

Cluster	Regional NSW
Agency	Department of Regional NSW
Division/Branch/Unit	Office of the Secretary
Location	Sydney or Queanbeyan
Classification/Grade/Band	Clerk Grade 9/10
Role Family (<i>internal use only</i>)	Adapted/ Communications & Engagement/Deliver
ANZSCO Code	511112
PCAT Code	3119192
Date of Approval	August 2020
Agency Website	http://www.nsw.gov.au/regionalnsw

Agency overview

[The Department of Regional NSW](#) was formed in 2020 as a central agency for regional issues. The Department is responsible for building resilient regional economies and communities, strengthening primary industries, managing the use of regional land, overseeing the state's mineral and mining resources and ensuring government investment in regional NSW is fair and delivers positive outcomes for local communities and businesses.

The Department leads the design and development of infrastructure projects from the \$4.2 billion [Snowy Hydro Legacy Fund](#). We advise the Government on major investment decisions with the potential to transform regional economies and leave a legacy for future generations.

Primary purpose of the role

The Senior Communications Advisor – Snowy Hydro Legacy Fund delivers and coordinates communications activities to support the Media and Communications Manager, Policy team and wider Department's work. This includes identifying and pursuing media opportunities, developing content for media, the web, social media channels and other collateral, project management and execution, and leading engagement with identified stakeholders.

Key accountabilities

- Develop strategies, concepts and materials using one or more of a range of communication methods including events, media releases and public relations, websites, social media, email, videos, speeches, brochures, newsletters, correspondence, design, merchandise and advertising activities to inform diverse stakeholders of programs and policy related to the Snowy Hydro Legacy Fund;
- Develop, implement and evaluate innovative stakeholder communications activities to ensure customers, the community and other stakeholders are engaged and informed and have opportunities to provide input into development of the Department's work;

- Drive input and monitor and report on stakeholder needs, interests and issues, and provide analysis and recommendations to manage identified risks and ensure communication materials are relevant, appropriate and informative;
- Develop and maintain excellent working relationships across the Group and the Department to provide high quality and timely advice regarding communication materials, events, strategies, risks and issues to notify relevant groups and facilitate informed decisions
- Develop effective issue management and stakeholder strategies to support the Department's overall communication strategy including developing strategic and tactical tools to effectively manage emergent issues and divergent priorities of key industry and community stakeholders.
- Optimise system, policy and process improvement for team operations.

Key challenges

- Translating complex information into clear and simple concepts that meet media, community and stakeholder information needs
- Developing and executing engagement and communication strategies in an environment of often conflicting views and interests of multiple stakeholders, to enhance their experience and perception of agency objectives and programs
- Identifying emergent and contentious issues within time and being aware of community and industry trends and perceptions to effectively target communications strategy.

Key relationships

Who	Why
Internal	
Communications and Media Manager – Snowy Hydro Legacy Fund	<ul style="list-style-type: none"> • Receive instructions and provide required specialist support • Provide accurate and expert advice, recommendations and solutions to manage work program issues • Provide progress reports on work outcomes • Inform of emerging and sensitive issues or conflicts • Identify media and engagement opportunities and potential risks, target audiences and content • Report on performance of media and communication activities
Director, Snowy Hydro Project Team and Director, Regional Communications and Engagement	<ul style="list-style-type: none"> • Provide strategic media and communications advice to engage with stakeholders and raise awareness of the Snowy Hydro Legacy Fund and supported projects • Identify media and engagement opportunities and potential risks, target audiences and content • Report on performance of media and communication activities
Program delivery area Executive and Business units	<ul style="list-style-type: none"> • Maintain collaborative working relationships • Liaise to understand Department priorities, programs and activities • Coach to build capacity in stakeholder consultation and communication
Team members	<ul style="list-style-type: none"> • Collaborate to share knowledge and information on programs and projects

Who	Why
	<ul style="list-style-type: none"> Participate in team meetings and contribute ideas to improve program, service delivery and work outcomes
External	
Key external stakeholders including the Deputy Premier's Office, NSW Government agencies and regional local councils	<ul style="list-style-type: none"> Develop and maintain effective working relationships and open channels of communication to support the coordination, planning and delivery of Snowy Hydro Legacy Fund media and communications activity
Media	<ul style="list-style-type: none"> Foster and manage professional relationships to share information, persuade and influence, collaborate where appropriate and resolve issues Engage in dissemination of information about Snowy Hydro project initiatives, milestones and critical issues

Role dimensions

Decision making

The Senior Communications Advisor – Snowy Hydro Legacy Fund:

- works with limited supervision and guidance to achieve overall agreed work program commitments
- supports the Manager to deliver tasks on time, within budget and to a high standard
- must consult with the Manager on significant issues or conflicts arising during work performed
- operates within legislative and regulatory provisions, public sector frameworks, Department strategic and business plans, policies, delegations, budget and resource parameters

Reporting Line

The Senior Communications Advisor – Snowy Hydro Legacy Fund reports to the Media and Communications Manager – Snowy Hydro Legacy Fund and Director, Regional Communications and Engagement.

Direct Reports

Nil

Budget / Expenditure

Nil

Key knowledge and experience

- Demonstrated experience in the delivery of effective stakeholder engagement strategies across a broad range of stakeholder groups.
- Community engagement experience and ability to drive engagement strategies and execution.

Essential requirements

- Tertiary qualifications in communications or other relevant discipline and/or equivalent relevant experience.
- Capacity to travel to outer suburban and regional locations, and to work outside of core business hours when required.

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**.

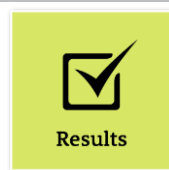
Focus capabilities

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
	Commit to Customer Service	<ul style="list-style-type: none">• Take responsibility for delivering high-quality	Adept

Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> customer-focused services Design processes and policies based on the customer's point of view and needs Understand and measure what is important to customers Use data and information to monitor and improve customer service delivery Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers Maintain relationships with key customers in area of expertise Connect and collaborate with relevant customers within the community
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Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes Make sure staff understand expected goals and acknowledge staff success in achieving these Identify resource needs and ensure goals are achieved within set budgets and deadlines Use business data to evaluate outcomes and inform continuous improvement Identify priorities that need to change and ensure the allocation of resources meets new business needs Ensure that the financial implications of changed priorities are explicit and budgeted for 	Adept
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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
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Project Management

Understand and apply effective planning, coordination and control methods

- Perform basic research and analysis to inform and support the achievement of project deliverables
- Contribute to developing project documentation and resource estimates
- Contribute to reviews of progress, outcomes and future improvements
- Identify and escalate possible variances from project plans

Intermediate

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	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Results	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	Intermediate
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Adept
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate