

# Role Description

## Corporate Communications Manager (content & channel mgmt)

Cluster	Transport for NSW
Agency	Transport for NSW
Division/Branch/Unit	Customer Service Division
Location	18 Lee Street, Chippendale NSW 2008
Classification/Grade/Band	Award Grade 9
Senior Executive Work Level Standards	Work Contribution Stream: Professional/Technical/Specialist
Kind of Employment	Ongoing
ANZSCO Code	225311
PCAT Code	1231492
Date of Approval	24 January 2020
Agency Website	<a href="http://www.transport.nsw.gov.au">www.transport.nsw.gov.au</a>

### Agency overview

At Transport, we're passionate about making NSW a better place to live, work and visit. Our vision is to give everyone the freedom to choose how and when they get around, no matter where they live. Right now, we're delivering a \$55.6bn program – the largest Australia has ever seen – to keep people and goods moving, connect communities and shape the future of our cities, centres and regions. At Transport, we're also committed to creating a diverse, inclusive and flexible workforce, which reflects the community and the customers we serve.

Our organisation – Transport for NSW – is comprised of nine integrated divisions that focus on achieving community outcomes for the greater good and on putting our customers at the centre and our people at the heart of everything we do.

### Primary purpose of the role

The Corporate Communications Manager (content & channel mgmt.) is responsible for developing and implementing corporate communications plans, campaigns and materials that drive engagement, influence behaviors and future ways of working in Transport. The position plays a key role in overseeing the content and channel management for corporate communications, ensuring that consistent, timely and seamless messaging reaches the relevant stakeholders in the right way within the business.

### Key accountabilities

- Lead the design and development of corporate communication plans and materials that facilitates the communication of key messages and initiatives to stakeholders
- Drive the corporate communication strategy so that stakeholders and target audiences are informed of news, issues and direction and have mechanisms for providing feedback to the management.
- Manage the content planning for the corporate communications team, ensuring channels and messages are aligned, appropriate, timely and meet our strategic purpose.

- Provide the senior leaders with communications material in order to equip them with right messaging at the right time to deliver expected outcomes.
- Build effective and collaborative relationships with key stakeholders across the business to seek feedback and customise communication plans and materials accordingly.
- Implement appropriate metrics that evaluate the success and impact of communications strategies and initiatives, including employee feedback/employee pulse to allow continuous improvement of the actual communications and messaging.
- Lead and develop staff members, building their capability to ensure an outcome and values led approach.
- Support the development and management of project plans, budgets and risk management plans consistent with the Transport Charter, the Divisional Plan and the PAE Delivery Plan. Review and improve business systems and processes, and report monthly on activities, performance, trends and issues against plans and budgets.

## Key challenges

- Ensure all internal stakeholders are advised of relevant matters in a timely, concise and appropriate manner in line with the Transport for NSW brand.
- Making complex judgements regarding the best strategies and channels to maximise visibility and cascading of messaging, while ensuring employees, leaders and key stakeholders are only receiving relevant and strategy-led communications.
- Managing expectations of different internal stakeholders at the same time while tailoring approaches to the specific impacted population.

## Key relationships

Who	Why
<b>Internal</b>	
Senior Leadership (Organisational Development)	<ul style="list-style-type: none"> <li>• Provide regular updates on key initiatives, issues and priorities</li> <li>• Participate in meetings to represent communications perspective and share information</li> </ul>
Communications teams within agencies	<ul style="list-style-type: none"> <li>• Collaborate to ensure consistency and delivery of messaging</li> <li>• Receive feedback regarding communication</li> </ul>
Senior Leadership (TfNSW business and Transport Cluster)	<ul style="list-style-type: none"> <li>• Provide regular updates on key initiatives, issues and priorities</li> <li>• Participate in meetings to represent communications perspective and share information</li> <li>• Equip leaders with the right messaging and tools</li> </ul>
Organisational Development Business Partners (TfNSW business)	<ul style="list-style-type: none"> <li>• Seek feedback on needs</li> <li>• Share regular updates and seek feedback on communication</li> </ul>
Employees	<ul style="list-style-type: none"> <li>• Measure communication effectiveness and receive feedback on communication initiatives and channels</li> </ul>
Work team	<ul style="list-style-type: none"> <li>• Participate in meetings to represent work group perspective and share information</li> <li>• Participate in discussions and decisions regarding implementation of innovation and best practice communication activities</li> <li>• Provide guidance regarding execution of the communication strategy, including when not to communicate something</li> </ul>

## **Role dimensions**

### **Decision making**

As per delegations of the role.

### **Reporting line**

This role reports to the Campaign and Program Communications Lead.

### **Direct reports**

The role has 2 Direct reports.

### **Budget/Expenditure**

The budget/expenditure allocation for this role will be confirmed.

## **Essential requirements**






- Tertiary qualifications in Communications, Journalism, Marketing or a similar discipline, or equivalent experience.
- Willingness to work outside business hours and be contactable 24/7.
- Extensive experience in implementing communications strategies through various activities, channels and teams across a diverse organisation.

## **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](http://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
 <b>Personal Attributes</b>	Display Resilience and Courage	Adept
	<b>Act with Integrity</b>	<b>Adept</b>
	Manage Self	Adept
	Value Diversity	Adept
 <b>Relationships</b>	<b>Communicate Effectively</b>	<b>Advanced</b>
	<b>Commit to Customer Service</b>	<b>Adept</b>
	<b>Work Collaboratively</b>	<b>Adept</b>
	Influence and Negotiate	Adept
 <b>Results</b>	<b>Deliver Results</b>	<b>Adept</b>
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	<b>Demonstrate Accountability</b>	<b>Adept</b>
 <b>Business Enablers</b>	Finance	Adept
	Technology	Adept
	Procurement and Contract Management	Adept
	<b>Project Management</b>	<b>Adept</b>
 <b>People Management</b>	<b>Manage and Develop People</b>	<b>Adept</b>
	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
<b>Personal Attributes</b> Act with Integrity	Intermediate	<ul style="list-style-type: none"> <li>Represent the organisation in an honest, ethical and professional way and encourage others to do so</li> <li>Demonstrate professionalism to support a culture of integrity within the team/unit</li> <li>Set an example for others to follow and identify and explain ethical issues</li> <li>Ensure that others understand the legislation and policy framework within which they operate</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Relationships</b> Communicate Effectively	Adept	<ul style="list-style-type: none"> <li>Act to prevent and report misconduct, illegal and inappropriate behaviour</li> <li>Present with credibility, engage varied audiences and test levels of understanding</li> <li>Translate technical and complex information concisely for diverse audiences</li> <li>Create opportunities for others to contribute to discussion and debate</li> <li>Actively listen and encourage others to contribute inputs</li> <li>Adjust style and approach to optimise outcomes</li> <li>Write fluently and persuasively in a range of styles and formats</li> </ul>
<b>Relationships</b> Commit to Customer Service	Adept	<ul style="list-style-type: none"> <li>Take responsibility for delivering high quality customer-focused services</li> <li>Understand customer perspectives and ensure responsiveness to their needs</li> <li>Identify customer service needs and implement solutions</li> <li>Find opportunities to co-operate with internal and external parties to improve outcomes for customers</li> <li>Maintain relationships with key customers in area of expertise</li> <li>Connect and collaborate with relevant stakeholders within the community</li> </ul>
<b>Relationships</b> Work Collaboratively	Adept	<ul style="list-style-type: none"> <li>Encourage a culture of recognising the value of collaboration</li> <li>Build co-operation and overcome barriers to information sharing and communication across teams/units</li> <li>Share lessons learned across teams/units</li> <li>Identify opportunities to work collaboratively with other teams/units to solve issues and develop better processes and approaches to work</li> </ul>
<b>Results</b> Deliver Results	Intermediate	<ul style="list-style-type: none"> <li>Take responsibility for delivering on intended outcomes</li> <li>Make sure team/unit staff understand expected goals and acknowledge success</li> <li>Identify resource needs and ensure goals are achieved within budget and deadlines</li> <li>Identify changed priorities and ensure allocation of resources meets new business needs</li> <li>Ensure financial implications of changed priorities are explicit and budgeted for</li> <li>Use own expertise and seek others' expertise to achieve work outcomes</li> </ul>
<b>Results</b> Think and solve problems	Adept	<ul style="list-style-type: none"> <li>Research and analyse information, identify interrelationships and make recommendations based on relevant evidence</li> <li>Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Business Enablers Technology	Adept	<ul style="list-style-type: none"><li>• Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness</li><li>• Identify and share business process improvements to enhance effectiveness</li></ul>
		<ul style="list-style-type: none"><li>• Show commitment to the use of existing and deployment of appropriate new technologies in the workplace</li><li>• Implement appropriate controls to ensure compliance with information and communications security and use policies</li><li>• Maintain a level of currency regarding emerging technologies and how they might be applied to support business outcomes</li><li>• Seek advice from appropriate technical experts to leverage information, communication and other technologies to achieve business outcomes</li><li>• Implement and monitor appropriate records, information and knowledge management systems protocols and policies</li></ul>