

# Role Description

## Communications Advisor

Cluster	Department of Primary Industries and Regional Development
Department/Agency	Local Land Services
Classification/Grade/Band	Advisory and Technical Stream LLS Grade 6
ANZSCO Code	225311
PCAT Code	1229192
Date of Approval	March 2024
Agency Website	<a href="http://www.lls.nsw.gov.au">www.lls.nsw.gov.au</a>

### Agency overview

The Department of Primary Industries and Regional Development (DPIRD) is the department dedicated to growing primary industries and supporting regional economic development to deliver long term benefits to the state. Our focus is to protect, support and develop our primary industries, mining sector, and regions.

DPIRD brings together Agriculture Biosecurity; Forestry and Fishing; Local Land Services; Mining, Exploration and Geoscience; Regional Development and Delivery; the Regional Growth NSW Development Corporation; NSW Public Works and Soil Conservation Service.

We have nearly 5,000 employees, with almost 80 per cent of us living and working in regional NSW.

Local Land Services (LLS) is an Executive Agency related to the cluster. It provides quality, customer-focused services to landholders and the community across New South Wales. This regionally based organisation brings together a wide range of service and advisory functions including agriculture, biosecurity, natural resource management, land management, biodiversity, emergency services and private native forestry.

### Primary purpose of the role

The Communications Advisor coordinates the development and delivery of tailored communications strategies that are aligned to the overarching LLS communications strategy. The role works with LLS staff to provide communications advice, deliver campaigns, and produce a range of communications to inform, educate and promote LLS' work, achievements, projects and activities.

### Key accountabilities

- Create, manage and deliver communications plans and scheduled communications activities for various projects and activities undertaken by LLS.
- Deliver appropriately balanced advice and recommendations on communication issues and strategies that are designed to achieve LLS objectives.
- Develop, manage and maintain effective communication partnerships and networks that will achieve the objectives of LLS. Collaborate in multi-disciplinary teams and establish and maintain close working relationships with, and provide specialist advice, standards and support to LLS staff.

- Research and write communications copy for various channels and projects including advertising, websites, newsletters and other bespoke requirements.
- Develop and implement innovative communications solutions, campaigns and promotional strategies that support the objectives of LLS.
- Provide detailed and specialist advice on and manage the monitoring and evaluation of projects related to communications and marketing for the benefit of continuous improvement.
- Provide a timely, consistent and effective frontline client service to stakeholders and partners.

## Key challenges

- Ensuring strong alignment with the broader LLS communications strategy and maintaining relationships with the strategic communications team.
- Developing and managing key communication relationships and partnerships in the across the organisation.
- Managing competing priorities and workload whilst delivering integrated communications in a complex geographically dispersed team and business environment.

## Key relationships

### Internal

Who	Why
Manager Strategic Communications	<ul style="list-style-type: none"> <li>• Receive guidance from and provide regular updates on projects, activities issues and priorities</li> <li>• Highlight risks or issues that may need escalating.</li> </ul>
Communications team	<ul style="list-style-type: none"> <li>• Maintain synergy, consistency and alignment in delivery of communications</li> <li>• Adopt best practice communications and share feedback/advice.</li> </ul>
LLS staff	<ul style="list-style-type: none"> <li>• Implementation of communication initiatives and projects strategies and providing appropriate responses to requests for information</li> <li>• Facilitate adoption of best practice communications strategies and programs where there are conflicting interests and opinions</li> <li>• Provide advice to resolve issues and provide solutions to problems</li> <li>• Provide information regarding agency and sector wide policies and standards.</li> </ul>

### External

Who	Why
Industry Clients/Stakeholders	<ul style="list-style-type: none"> <li>• Provide advice on communication strategies and materials relevant to the operations and objectives of LLS.</li> </ul>

## Role dimensions

### Decision making

- Acts in consultation with the Manager in delivering client and departmental outcomes
- Prioritises and manages multiple tasks and demands including matters with critical turnaround times required by internal clients, including clients' Executive and management teams

- Makes day-to-day decisions and provides guidance on appropriate courses of action that might be taken to meet communications requirements.

### Reporting line

Team Leader Internal and Corporate Communications

### Direct reports

Nil

### Budget/Expenditure

Authorisation for the expenditure of allocated resources under applicable delegation

### Key knowledge and experience

- Demonstrated experience in effectively collaborating with diverse stakeholder groups, relevant communications knowledge, experience, and expertise.

### Essential requirements

- Tertiary qualifications in communications/journalism, or other relevant discipline and/or equivalent relevant experience
- Current NSW Class C Driver's license and the ability and willingness to travel throughout NSW.

### 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
	<b>Act with Integrity</b> Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> <li>• Represent the organisation in an honest, ethical and professional way</li> <li>• Support a culture of integrity and professionalism</li> <li>• Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct</li> <li>• Recognise and report misconduct and illegal and inappropriate behaviour</li> <li>• Report and manage apparent conflicts of interest and encourage others to do so</li> </ul>	Intermediate
	<b>Communicate Effectively</b> Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> <li>• Tailor communication to diverse audiences</li> <li>• Clearly explain complex concepts and arguments to individuals and groups</li> <li>• Create opportunities for others to be heard, listen attentively and encourage them to express their views</li> <li>• Share information across teams and units to enable informed decision making</li> <li>• Write fluently in plain English and in a range of styles and formats</li> <li>• Use contemporary communication channels to share information, engage and interact with diverse audiences</li> </ul>	Adept
	<b>Commit to Customer Service</b> Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> <li>• Take responsibility for delivering high-quality customer-focused services</li> <li>• Design processes and policies based on the customer's point of view and needs</li> <li>• Understand and measure what is important to customers</li> <li>• Use data and information to monitor and improve customer service delivery</li> <li>• Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers</li> <li>• Maintain relationships with key customers in area of expertise</li> <li>• Connect and collaborate with relevant customers within the community</li> </ul>	Adept

Capability group/sets	Capability name	Behavioural indicators	Level
 Relationships	<b>Work Collaboratively</b> Collaborate with others and value their contribution	<ul style="list-style-type: none"> <li>• Build a supportive and cooperative team environment</li> <li>• Share information and learning across teams</li> <li>• Acknowledge outcomes that were achieved by effective collaboration</li> <li>• Engage other teams and units to share information and jointly solve issues and problems</li> <li>• Support others in challenging situations</li> <li>• Use collaboration tools, including digital technologies, to work with others</li> </ul>	Intermediate
 Results	<b>Deliver Results</b> Achieve results through the efficient use of resources and a commitment to quality outcomes	<ul style="list-style-type: none"> <li>• Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes</li> <li>• Make sure staff understand expected goals and acknowledge staff success in achieving these</li> <li>• Identify resource needs and ensure goals are achieved within set budgets and deadlines</li> <li>• Use business data to evaluate outcomes and inform continuous improvement</li> <li>• Identify priorities that need to change and ensure the allocation of resources meets new business needs</li> <li>• Ensure that the financial implications of changed priorities are explicit and budgeted for</li> </ul>	Adept
 Results	<b>Demonstrate Accountability</b> Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	<ul style="list-style-type: none"> <li>• Be proactive in taking responsibility and being accountable for own actions</li> <li>• Understand delegations and act within authority levels</li> <li>• Identify and follow safe work practices, and be vigilant about own and others' application of these practices</li> <li>• Be aware of risks and act on or escalate risks, as appropriate</li> <li>• Use financial and other resources responsibly</li> </ul>	Intermediate
 Business Enablers	<b>Project Management</b> Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> <li>• Perform basic research and analysis to inform and support the achievement of project deliverables</li> <li>• Contribute to developing project documentation and resource estimates</li> <li>• Contribute to reviews of progress, outcomes and future improvements</li> <li>• Identify and escalate possible variances from project plans</li> </ul>	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.

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	Intermediate
 Personal Attributes	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Intermediate
 Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
 Relationships	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
 Results	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
 Business Enablers	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Adept
 Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate