Role Description
Media and Communications Officer – Metro Zone

Cluster	Stronger Communities
Department/Agency	NSW State Emergency Service
Division/Branch/Unit	Corporate Services
Location	Metro Zone
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	225311
Role Number	52017938
PCAT Code	1231492
Date of Approval	June 2023
Agency Website	www.ses.nsw.gov.au

Agency overview

Our Mission: NSW SES saving lives and creating safer communities.

Our Vision: A trusted volunteer-based emergency service, working together to deliver excellence in community preparedness and emergency response.

The NSW State Emergency Service (NSW SES) is an emergency and rescue service made up almost entirely of volunteers and supported by a small staff contingent. NSW SES is a key influencer of other emergency service agencies and works closely with these partners to modernise and grow volunteering to save lives and protect communities

While major responsibilities are for flood, storm operations and tsunamis, NSW SES also provides the majority of general rescue effort in the rural parts of the state. This includes road accident rescue, vertical rescue, bush search and rescue, evidence searches (both metropolitan and rural), other forms of specialist rescue that may be required due to local threats, Urban Search and Rescue and Community First Response.

Primary Purpose of the role

The Media and Communications Officer builds organisational capability in, and provides member support for, media, social media, grants, branding and communications advice. The role undertakes awareness campaign development and implementation, takes media enquiries, manages and supports adoption and use of social media platforms and applications.

Key accountabilities

- Establish relationships with the media and other key stakeholders to develop and implement communication strategies, plans, media campaigns and events to promote NSW SES, its brand and its members

- Identify opportunities and contribute to the development and implementation of public awareness and engagement strategies for flood, storm and tsunami risk within the NSW SES Metro Zone

- Undertake the writing, editing and publishing of various items such as media releases, talking points, speeches, newsletters, web content and social media posts that reflect NSW SES' key messages and align to the overall media strategy

- Provide advice and assistance to volunteers and staff in dealing with situations involving the media and other stakeholders, consistent with NSW SES policies and guidelines, and with reference to more senior members of the team as required

- Maintain awareness of critical issues relating to NSW SES within the media and recommend appropriate strategies and/or responses

- Deliver media training and media development for members of NSW SES to empower and drive members' awareness of the importance of the media and ensure members are aware of protocols when engaging with media

- Conduct monitoring and analysis of traditional and social media reporting about conservation and environment issues to assist with identifying any sensitive or potential issues, and determining the effectiveness of the communications strategies and plans

- Support the Public Information Officer during operational events so that key messages are delivered and covered across a range of media platforms.

Key challenges

- Maintaining current knowledge of new and emerging media and communications technologies and industry best practice and identifying their potential application

- Dealing effectively with the media during a diverse range of operational events while also providing accurate, prompt advice to members at all levels within the organisation.

- Ability to work autonomously to meet deadlines. You will need to foster relationships with volunteers, local unit and zone and state staff, as well as cultivate strong connections with key media outlets (journalists and producers).

Key relationships

Who	Why
Internal	
Manager Media and Public Relations	• Receive guidance and support, provide advice, exchange information and escalate contentious issues • Escalate matters where necessary
Work Team	• Interact with and work collaboratively to achieve team outcomes; share information and discuss solutions to problems and issues
All SES Members	• Work collaboratively to share information and advise on media and communications best practice • Provide guidance and support to members on media matters during operational events
External	
Stakeholders	Develop and maintain effective communication networks to facilitate ongoing liasion and responses to requests for information

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Role dimensions

Decision making

Operates in structured operating environment that is subject to established policies procedures and practices and, in some circumstances, underpinned by statutory requirements. The position has some capacity to adapt or modify work methods to achieve required outcomes. Expected to make day-to-day decisions relating to work priorities and workload management, for themselves and any staff supervised.

Reporting line

This role reports to the Manager Media and Public Relations

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements

- Relevant tertiary qualifications and/or equivalent experience in media, public relations, or journalism.
- Knowledge and experience in working with electronic and print media and requirements for the purposes of media liaison
- Thorough knowledge of AIIMS principles and processes, and/or willingness to obtain competence within 12 months.

You will form part of 7-day rotating roster. You may also be required to participate in activities to support the agency during operational or emergency responses, including weekends and night shift, at NSW SES locations in the state, where the requirements are within the scope of your skills, knowledge and capabilities.

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	Intermediate
	Act with Integrity	**Intermediate**
	Manage Self	Intermediate
	Value Diversity	**Intermediate**

NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
Relationships	**Communicate Effectively**	**Adept**
	Commit to Customer Service	Intermediate
	Work Collaboratively	**Intermediate**
	Influence and Negotiate	Intermediate
Results	**Deliver Results**	**Intermediate**
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Foundational
Business Enablers	Finance	Foundational
	Technology	**Adept**
	Procurement and Contract Management	Foundational
	Project Management	Intermediate

Occupation / profession specific capabilities

Capability Group	Capability Name	Level
Occupation Specific	Understands flood, storm and tsunami behaviour	Foundational
	Public Information	Foundational
	Stakeholder/relationship management	**Intermediate**

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	Intermediate	• Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and follow legislation, rules, policies, guidelines and codes of conduct • Help others to understand their obligations to comply with legislation, rules, policies, guidelines and codes of conduct • Recognise and report misconduct, illegal or inappropriate behaviour • Report and manage apparent conflicts of interest
Value Diversity	Intermediate	• Be responsive to diverse experiences, perspectives, values and beliefs and listen to others' individual viewpoints

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NSW Public Sector Capability Framework		
Group and Capability	**Level**	**Behavioural Indicators**
		• Seek input from others who may have different perspectives and needs • Adapt well in diverse environments
Relationships Communicate Effectively	Adept	• Tailor communication to the audience • Clearly explain complex concepts and arguments to individuals and groups • Monitor own and others' non-verbal cues and adapt where necessary • Create opportunities for others to be heard • Actively listen to others and clarify own understanding • Write fluently in a range of styles and formats
Work Collaboratively	Intermediate	• Build a supportive and co-operative team environment • Share information and learning across teams • Acknowledge outcomes which were achieved by effective collaboration • Engage other teams/units to share information and solve issues and problems jointly • Support others in challenging situations
Results Deliver Results	Intermediate	• Complete work tasks to agreed budgets, timeframes and standards • Take the initiative to progress and deliver own and team/unit work • Contribute to allocation of responsibilities and resources to ensure achievement of team/unit goals • Seek and apply specialist advice when required
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

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Occupation / profession specific capabilities		
Capability Group	**Level**	**Behavioural Indicators**
Stakeholder/Relationship Management	Intermediate	• Applies understanding of media priorities and operating principles • Develops processes to ensure the quality and timeliness of the key messages conveyed to the media

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