

Role Description

Media Advisor



Regional
NSW

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| Cluster | Regional NSW |
| Agency | Department of Regional NSW |
| Division/Branch/Unit | Office of the Secretary/ Media Communications & Engagement |
| Location | Flexible |
| Classification/Grade/Band | Clerk Grade 7/8 |
| Role Family (<i>internal use only</i>) | Bespoke/Communication & Engagement/Delivery |
| ANZSCO Code | 212499 |
| PCAT Code | 1119192 |
| Date of Approval | December 2020 |
| Agency Website | http://www.regional.nsw.gov.au |

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.

Primary purpose of the role

The Media Advisor develops and delivers written media materials, supports the planning and delivery of media events and opportunities and provides media advice to support Department of Regional NSW and whole of Government announcements, events and initiatives across multiple channels.

Key accountabilities

- Develop and coordinate media activities and events to promote the work of the Deputy Premier and the Department of Regional NSW
- Produce quality media materials including written media releases, strategies, pitches, and advice on contentious issues to meet tight time frames
- Provide sound quality advice to support media activities, events and initiatives.
- Respond to media enquiries and identify media opportunities.
- Ensure effective issues management by monitoring media channels to identify key and contentious issues.
- Develop and maintain effective working relationships across the Department and with key stakeholders to provide high quality and timely outcomes.

Key challenges

- Working within tight timeframes, under close scrutiny and with multiple stakeholders, to complete projects and deliver materials.
- Dealing with conflicting priorities and competing stakeholder expectations.

- Maintaining current knowledge of the government agenda in a changing environment, and knowledge of trends, emerging technologies and best practice.

Key relationships

| Who | Why |
|---|--|
| Internal | |
| Media Manager | <ul style="list-style-type: none"> • Receive guidance and instructions and exchange information • Provide support and advice for achieving business outcomes • Management of emerging and sensitive issues or conflicts |
| Regional NSW Media, Communications & Engagement team | <ul style="list-style-type: none"> • Work collaboratively, exchange information |
| Department of Regional NSW stakeholders | <ul style="list-style-type: none"> • Provide strategic advice, subject matter expertise and media support for government initiatives and funding programs • Proactively develop and maintain effective working relationships and open channels of communication to facilitate liaison, consultation, engagement and delivery of media and communications services. |
| External | |
| Key stakeholders, including the NSW Deputy Premier's Office, Ministerial Offices and government agencies. | <ul style="list-style-type: none"> • Provide strategic advice, subject matter expertise and media support for government initiatives and funding programs • Respond to enquiries and anticipate needs • Develop and maintain effective working relationships and open channels of communication to facilitate liaison, consultation and engagement. |

Role dimensions

Decision making

This role:

- Is expected to operate with some degree of autonomy in respect to work priorities and workload management, with guidance and direction from the Media Manager and team leaders
- Determines the content of reports, plans, briefings, strategies and other forms of written advice and media materials with input and guidance from the Media Manager and team leaders, and is responsible for the quality, scope, relevance and accuracy of provided materials
- Refers to the Media Manager decisions that require significant change to project outcomes or time frames; 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
- Seeks guidance or direction from the Media Manager about sensitive issues or matters that may significantly impact the Department of Regional NSW or NSW Government

Reporting line

This role reports to the Media Manager, Office of the Secretary, Department of Regional NSW.

Direct Reports

Nil

Budget / Expenditure

Nil

Key knowledge and experience

- Experience delivering media projects, utilising multiple communications channels.
- Experience in crafting media materials and working directly with the media to deliver government communications.
- Experience dealing with Ministers, ministerial advisors and media outlets.

Essential requirements

- Appropriate tertiary qualifications or 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

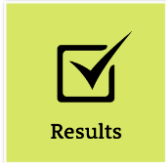
| Capability group/sets | Capability name | Behavioural indicators | Level |
|---|---|--|-------|
|  | Act with Integrity Be ethical and professional, and uphold and promote the public sector values | <ul style="list-style-type: none">• Represent the organisation in an honest, ethical and professional 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 |



Communicate Effectively
 Communicate clearly, actively listen to others, and respond with understanding and respect

- Tailor communication to diverse audiences
- Clearly explain complex concepts and arguments to individuals and groups
- Create opportunities for others to be heard, listen attentively and encourage them to express their views
- Share information across teams and units to enable informed decision making
- Write fluently in plain English and in a range of styles and formats
- Use contemporary communication channels to share information, engage and interact with diverse audiences

Adept



Deliver Results
 Achieve results through the efficient use of resources and a commitment to quality outcomes

- Seek and apply specialist advice when required
- Complete work tasks within set budgets, timeframes and standards
- Take the initiative to progress and deliver own work and that of the team or unit
- Contribute to allocating responsibilities and resources to ensure the team or unit achieves goals
- Identify any barriers to achieving results and resolve these where possible
- Proactively change or adjust plans when needed

Intermediate

Think and Solve Problems
 Think, analyse and consider the broader context to develop practical solutions

- 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



Technology
 Understand and use available technologies to maximise efficiencies and effectiveness

- Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks
- Use available technology to improve individual performance and effectiveness
- Make effective use of records, information and knowledge management functions and systems

Intermediate





| | | |
|--|--|--------------|
| | <ul style="list-style-type: none"> Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies | |
| Project Management Understand and apply effective planning, coordination and control methods | <ul style="list-style-type: none"> 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 | Commit to Customer Service | Provide customer-focused services in line with public sector and organisational objectives | Intermediate |
| | Work Collaboratively | Collaborate with others and value their contribution | Intermediate |
| | Influence and Negotiate | Gain consensus and commitment from others, and resolve issues and conflicts | Adept |
|  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 |
| | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |