

Role Description

Senior Manager Media and Communications



Cluster	Stronger Communities
Department/Agency	NSW State Emergency Service
Division/Branch/Unit	Corporate Services
Location	State Headquarters
Classification/Grade/Band	Clerk Grade 11/12
ANZSCO Code	139999
Role Number	52015583
PCAT Code	1211492
Date of Approval	October 2019
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, the 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 Senior Manager Media and Communications undertakes activities to support the development and implementation of stakeholder engagement and media strategies for the NSW SES. They lead a multi-disciplinary team in the ongoing management, development and implementation of the NSW SES brand identity, public relations, media, internal and external communications.

Key accountabilities

- Lead the development of multi-channel media strategies for the NSW SES that supports the long-term growth of the community and media profile of the NSW SES as well as effective management of media and notifications during emergencies and act as the key point of contact for strategic engagement on media and reputational issues with the Minister's Office and key stakeholders
- Build and maintain strong networks and relationships across the Emergency Management sector and Justice Cluster to support collaboration in stakeholder engagement, public relationships and media
- Build and maintain positive collaborative partnerships with internal and external stakeholders to support the work of the NSW SES and its volunteers
- Provide expert consultancy and develop innovative strategies in marketing and stakeholder engagement activities, including the effective use and coordination of media and social media networks
- Build and manage a business relationship model to maintain partnerships with key stakeholders and service providers, to reinforce NSW SES safety programs and increase the number of cooperative opportunities from communities, community partners, emergency service agencies, regulators and the media
- Provide state-wide leadership in media, marketing and sponsorship and monitor and manage related compliance requirements and corporate objectives
- Monitor Government initiatives and contemporary industry practice, to develop and implement best practice solutions in media, marketing and sponsorship and to enable sound corporate governance in these areas
- Lead, manage and plan to ensure effective and compliant utilisation of assets and resources (includes encouraging and supporting mobility, responsibility for budget/financial performance, and compliance with governance, work health & safety and other requirements)

Key challenges

- Balancing the expectations of sponsors and stakeholders with government agency compliance guidelines and aligning the different decision-making processes between private and government sectors
- Maintaining up to date knowledge of agency strategic directions to quickly understand complex issues and translate these into clear and simple concepts for diverse audiences, while providing timely advice to senior executives and responding to emerging urgent and sensitive issues in a high pressure and rapidly changing environment of competing priorities and projects
- Building and maintaining collaborative relationships with multiple internal and external stakeholders to support the growth of the profile of the NSW SES

Key relationships

Who	Why
Internal	
Deputy Commissioner Corporate Services	<ul style="list-style-type: none"> • Receive guidance and direction regarding direction and priorities • Provide information and/or progress reports on the delivery of programs to inform strategic decision-making • Receive feedback regarding performance and respond in a thoughtful and considered way ?
Work Team	<ul style="list-style-type: none"> • Clearly communicate expectations and allocate work to ensure the timely provision of quality client service; monitor performance • Provide supervision, constructive feedback and support; facilitate teamwork and opportunities for development and information sharing • Ensure clear understanding of business objectives, reporting and business requirements
Office of the Commissioner	<ul style="list-style-type: none"> • Maintain effective working relationships and open communication
Community Capability Team	<ul style="list-style-type: none"> • Develop and maintain effective working relationships to identify new community education programs and initiatives that corporate partners may want to assist in development
Zones/Unit Controller	<ul style="list-style-type: none"> • Develop and maintain effective working relationships to promote corporate partnership objectives and support
External	
External stakeholders, including corporate partners, advertising agencies, emergency management agencies, external contractors, and the Minister's Office	<ul style="list-style-type: none"> • Develop and maintain effective working relationships to ensure positive marketing and sponsorship outcomes aligned to corporate and strategic objectives • Encourage participation to achieve program outcomes

Role dimensions

Decision making

The role exercises a high degree of independence and autonomy in setting work priorities, plan timelines and deliverables, including the day-to-day management of programs, within the broad direction and program deliverables determined by the Director

The role is influential in providing expert advice and recommendations to the Deputy Commissioner Corporate Services for the purpose of reports, evaluations and correspondence and briefs.

Decisions that will substantially alter policy, strategies and programs; major policy issues or conflicts; issues requiring a higher delegated authority (ie travel/expenditure approval) are made in consultation with the Deputy Commissioner Corporate Services

Reporting line

This role reports directly to Deputy Commissioner Corporate Services

Direct reports

This role has 4 direct reports:

Coordinator Media & Public Relations
Coordinator Digital Marketing
Organisational Communications Advisor
Program Support Officer

Budget/Expenditure

Salary: \$695,386

Essential requirements

- Extensive knowledge and experience in the use of multi-channel media, partnerships, networks and other communication/engagement mediums including managing media & communications in a complex operational environment
- Demonstrated knowledge of innovative marketing, stakeholder engagement and mass communication techniques with corresponding experience in managing multi-disciplinary teams
- Thorough knowledge of AIIMS principles and processes, and/or willingness to obtain competence within 12 months



You may be required to participate in activities to support the agency during operational or emergency responses at NSW SES locations in the state, where the requirements are within the scope of your skills, knowledge and capabilities. You may also be required to participate in an on-call roster.

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	Adept
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Advanced
	Work Collaboratively	Adept
	Influence and Negotiate	Adept

NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
	Deliver Results	Advanced
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Adept
	Manage and Develop People	Adept
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Adept
	Manage Reform and Change	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	Adept	<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
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> 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

Relationships Commit to Customer Service	Advanced	<ul style="list-style-type: none"> • Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience • Ensure systems are in place to capture customer service insights to improve services • Initiate and develop partnerships with customers to define and evaluate service performance outcomes • Promote and manage alliances within the organisation and across the public, private and community sectors • Liaise with senior stakeholders on key issues and provide expert and influential advice • Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches • Ensure that the organisation's systems, processes, policies and programs respond to customer needs
Results Deliver Results	Advanced	<ul style="list-style-type: none"> • Seek and apply the expertise of key individuals to achieve organisational outcomes • Drive a culture of achievement and acknowledge input from others • Determine how outcomes will be measured and guide others on evaluation methods • Investigate and create opportunities to enhance the achievement of organisational objectives • Make sure others understand that on-time and on-budget results are required and how overall success is defined • Control business unit output to ensure government outcomes are achieved within budgets • Progress organisational priorities and ensure that resources are acquired and used effectively
Results Think and Solve Problems	Adept	<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

Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Understand all components of the project management process, including the need to consider change management to realise business benefits • Prepare clear project proposals and accurate estimates of required costs and resources • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Identify and evaluate risks associated with the project and develop mitigation strategies • Identify and consult stakeholders to inform the project strategy • Communicate the project's objectives and its expected benefits • Monitor the completion of project milestones against goals and take necessary action • Evaluate progress and identify improvements to inform future projects
People Management Manage and Develop People	Adept	<ul style="list-style-type: none"> • Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes • Adjust performance development processes to meet the diverse abilities and needs of individuals and teams • Develop work plans that consider capability, strengths and opportunities for development • Be aware of the influences of bias when managing team members • Seek feedback on own management capabilities and develop strategies to address any gaps • Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way • Monitor and report on team performance in line with established performance development frameworks