Role Description
Media Relations Officer

Cluster	Department of Regional NSW
Agency	Local Land Services
Group/Division/Branch	Strategy & Engagement
Classification/Grade/Band	Advisory and Technical Stream LLS Grade 6
Role Family	Standard / Communication and Engagement / Delivery
ANZSCO Code	131113
PCAT Code	1119192
Date of Approval	June 2021
Agency Website	www.lls.nsw.gov.au

Agency overview

The Department of Regional NSW was formed in 2020 as a central agency for regional issues. The Department has 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.

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 organization brings together a wide range of service and advisory functions including agriculture, biosecurity, natural resource management, land management, biodiversity, emergency services, private native forestry and the Soil Conservation Service.

Purpose of the role

Support the implementation of the media strategy for the Division including issues management, media relations and stakeholder communications.

Key Accountabilities

- Assist the Manager in providing high quality communication and media services internally and externally that present a professional profile of the Division
- Assist the implementation of the strategic plan for Media/Communications activities and develop project specific media and communication plans, liaising with respective project leads to ensure plans are appropriately targeted and meet Divisional requirements
- Contribute to the effective management of media representatives and issues to provide a constructive solution which promotes the objectives of the Government and Department
- Maintain relationships with staff throughout the Agency, industry stakeholders, media representatives and the Minister's Office to promote effective information dissemination and communications to raise awareness of issues and promote resolution
- Actively identify media opportunities for the Division, engage appropriate internal stakeholders and participate in relevant external committees

- Prepare written material for inclusion in communication strategies and edit written material such as briefings, speeches, stories and media releases, as well as corporate presentations to ensure it complies with policy and editorial guidelines.
- Coordinate media launches, communication and corporate events which may on occasion, involve out of hours work to organise and attend such events

Key challenges

- Quickly distil identified emerging and urgent issues and develop consistent messages and communications which address the varying perspectives of multiple stakeholders in the context of government objectives
- Building and maintaining strong relationships with media and industry to facilitate quality reporting, promoting and enhancing the Department's public profile and professional image
- Integrating new technology, researching new social media opportunities and communication strategies in a rapidly changing media environment

Key Relationships

Who	Why
Internal	
Manager	- Receive instructions and liaise to develop media engagement activities for specific policies, plans and programs - Provide support with the liaison with Ministerial staff and the media, manage media issues and to deliver media collateral
Division executive team within the client group	- Ensure they are informed of contentious issues - Provides media advice and facilitates a consistent approach to the delivery of messages and media management
Division staff	- To provide media relations advice and guidance as required - To proactively liaise with other branch stakeholders to ensure consistency of messaging
External	
Industry stakeholders & networks of media representatives	Brief and liaise with consultants and suppliers and the delivery of services.
Industry stakeholders including councils and community groups	To develop relationships and networks and maintain current knowledge of the media/communications industry
Ministerial Offices	Maintain relationship with Ministerial Offices to support the approval process for media releases and communication material.

Role Dimensions

Decision making

- Organises their own day to day work program, under the supervision of the Manager
- In a range of circumstances, the position holder will be required to devise an appropriate method for handling issues, and to determine who to consult and what weight to give to different views, advice and information received. This includes making decisions about which matters should be referred to the appropriate senior manager
- Refers to the Manager those decisions with involve the management of contentious issues or potential risk to the Division's brand and image, or which require a higher delegation or approval

Reporting line

Manager

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Experience in journalism and/or in media relations/communications.

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.

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FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
Personal Attributes	**Act with Integrity** Be ethical and professional, and uphold and promote the public sector values	• Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct • Recognise and report misconduct and illegal and inappropriate behaviour • Report and manage apparent conflicts of interest and encourage others to do so	Intermediate
Relationships	**Commit to Customer Service** Provide customer-focused services in line with public sector and organisational objectives	• Focus on providing a positive customer experience • Support a customer-focused culture in the organisation • Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Cooperate across work areas to improve outcomes for customers	Intermediate
	Work Collaboratively Collaborate with others and value their contribution	• Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others	Intermediate
Results	**Plan and Prioritise** Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Understand the team and unit objectives and align operational activities accordingly • Initiate and develop team goals and plans, and use feedback to inform future planning • Respond proactively to changing circumstances and adjust plans and schedules when necessary • Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals • Accommodate and respond with initiative to changing priorities and operating environments	Intermediate

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FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	• Be proactive in taking responsibility and being accountable for own actions • Understand delegations and act within authority levels • Identify and follow safe work practices, and be vigilant about own and others' application of these practices • Be aware of risks and act on or escalate risks, as appropriate • Use financial and other resources responsibly	Intermediate
Business Enablers	**Project Management** Understand and apply effective planning, coordination and control methods	• 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	Intermediate
	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	Communicate Effectively	Communicate clearly, actively listen to others, and respond with understanding and respect	Adept
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	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
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational