Role Description
Senior Stakeholder Engagement Officer

Cluster	Regional NSW
Agency	Department of Primary Industry
Division/Branch/Unit	Engagement and Industry Assistance
Location	Orange
Classification/Grade/Band	Clerk Grade 9/10
Role Family *(internal use only)*	Adapted/Communication and Engagement/Deliver
ANZSCO Code	212499
PCAT Code	1127392
Date of Approval	August 2020
Agency Website	www.dpi.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.

The NSW Department of Primary Industries (NSW DPI) supports the development of profitable primary industries that create a more prosperous NSW and contributes to a better environment through the sustainable use of natural resources.

DPI Engagement and Industry Assistance Branch is focused on delivering programs that build stronger primary industries by providing critical rural support and enhance DPI's connection with communities, industries and people. This branch is made up of DPI's key engagement arms including the business resilience, the Rural Assistance Authority, emergency operations, international engagement, communications and stakeholder engagement.

Primary purpose of the role
The Senior Stakeholder Engagement Officer is responsible for the planning, developing and delivering priority stakeholder engagement activities for DPI, in order to maximise connections understanding and trust with our key stakeholders. The role also supports effective stakeholder engagement to enable the Department to achieve strategic objectives and deliver on Government priorities.

Key accountabilities
- Lead and implement DPI's engagement principles and approach to stakeholder engagement which includes the planning, design and delivery of innovative stakeholder engagement strategies that enhance and protect the reputation of DPI as a valued community participant and industry partner

- Liaise closely with a range of internal and external stakeholders, obtaining knowledge and information to shape and inform engagement and communication strategies that foster positive relationships and build shared objectives, identifying and developing strategies to mitigate potential risk for contentious or high-profile issues.
- Provide strategic advice to communications products so as they meet the needs of stakeholders, are timely and align to broader DPI objectives.
- Design and lead the delivery of stakeholder engagement activities such as events, forums, small groups, media opportunities, training and workshops. This may include the coordination of community education, adoption of research activities or behaviour change campaigns.
- Develop tools, resources and support programs to build stakeholder engagement confidence and capability skills across the Department.
- Design and implement the monitoring and evaluation of engagement and communication activities to ensure operational requirements are met.
- Monitor the political environment and external developments to identify emerging issues and assess reputational risks, liaising with senior managers to develop engagement programs and associated action plans to inform community and stakeholder perspectives.
- Manage strong stakeholder systems and knowledge networks, including stakeholder database and tracking information.

Key challenges
- Delivering or adapting programs of work in response to external events whilst developing and maintaining confidence and support of internal and external stakeholders
- Delivering effective stakeholder strategies under tight time frames and in a politically sensitive context
- Maintaining current knowledge of priority projects objectives and effectively shaping communication collateral and strategy

Key relationships

Who	Why
Internal	
Manager Stakeholder Engagement	• Report to and receive guidance from and collaborate on stakeholder engagement activities and communications
Engagement and Industry Assistance Engagement Unit	• Receive guidance from and collaborate on stakeholder engagement activities and communication
DPI Engagement and Industry Assistance	• Provide stakeholder engagement support and services for key Departmental initiatives
Departmental managers and business units	• Provide stakeholder engagement support and services for key Departmental initiatives
External	
Industry and community stakeholders	• Support the needs and strategic direction of key industry • partners, identify triggers and support effective communications for stakeholders • Engage and support relevant programs

I work FOR NSW

Role dimensions

Decision making

Day to day decision making regarding stakeholder engagement activities

Reporting line

Manager Stakeholder Engagement

Direct reports

Stakeholder Engagement Officer

Budget/Expenditure

Nil

Key knowledge and experience

- Experience in the management of internal and external stakeholders

Essential Requirements

- Tertiary qualifications or equivalent industry experience.

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.

I work FOR NSW

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 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
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• Present with credibility, engage diverse audiences and test levels of understanding • Translate technical and complex information clearly and concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Contribute to and promote information sharing across the organisation • Manage complex communications that involve understanding and responding to multiple and divergent viewpoints • Explore creative ways to engage diverse audiences and communicate information • Adjust style and approach to optimise outcomes • Write fluently and persuasively in plain English and in a range of styles and formats	Advanced
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	• Take responsibility for delivering high-quality customer-focused services • Design processes and policies based on the customer's point of view and needs • Understand and measure what is important to customers • Use data and information to monitor and improve customer service delivery • Find opportunities to cooperate with internal and external stakeholders to improve outcomes for customers • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant customers within the community	Adept

I work FOR NSW

	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	• Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues • Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others • Take account of the wider business context when considering options to resolve issues • Explore a range of possibilities and creative alternatives to contribute to system, process and business improvements • Implement systems and processes that are underpinned by high-quality research and analysis • Look for opportunities to design innovative solutions to meet user needs and service demands • Evaluate the performance and effectiveness of services, policies and programs against clear criteria	Advanced
Business Enablers	**Project Management** Understand and apply effective planning, coordination and control methods	• 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	Adept

I work FOR NSW

		against goals and take necessary action	
		• Evaluate progress and identify improvements to inform future projects	
People Management	**Manage and Develop People** Engage and motivate staff, and develop capability and potential in others	• Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes	Adept
		• 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	

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	Work Collaboratively	Collaborate with others and value their contribution	Adept
	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
	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
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Adept
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Intermediate
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Intermediate
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Intermediate