

# Role Description

## Principal Speech Writer

Cluster	Industry
Agency	NSW Department of Industry
Division/Branch/Unit	Corporate Services Partners/Communication & Engagement/Media
Location	Sydney CBD
Classification/Grade/Band	Clerk Grade 11-12
ANZSCO Code	131113
PCAT Code	1119192
Date of Approval	January 2019
Agency Website	<a href="http://www.industry.nsw.gov.au">http://www.industry.nsw.gov.au</a>

### Agency overview

The NSW Department of Industry leads the state government's contribution to making NSW a place where people want to live and work and businesses choose to invest and grow.

We support all areas of economic activity where NSW has competitive strengths. We also have responsibilities for:

- Skill formation and development to match industry demand
- Partnering with stakeholders in stewardship and sustainable use of the state's natural resources; and
- Supporting economic growth in the regions.

Our strategies are built on close relationships to understand industry's needs. We deliver a wide range of training and specialist advisory services; and we help to secure efficient and dependable government decision-making that contributes to business confidence.

We measure our success by the:

- growth in quantity of employment and the value of output; and the
- competitiveness and sustainability of industries in NSW

We focus on four cultural attributes to deliver our outcomes: Ownership, Customer Experience, Innovation and Collaboration. These attributes are the pillars of our Corporate Plan.

The Communication & Engagement Branch supports the Department and its Ministers to communicate and engage with their stakeholders to reduce conflict, promote understanding and respect by:

- Driving proactive and reactive communication strategies across the Department
- Providing consistent, streamlined communication advice and services to the Ministers, Secretary, executives and divisions across the priorities and portfolios of the Department
- Building and maintaining a strong brand and reputation of the Department
- Supporting the Department's delivery of effective communication, in line with whole-of-government and Departmental policies

- Developing a strategy to engage with key stakeholders and communities across NSW.

## Primary purpose of the role

Lead a team in the management and execution of persuasive written communication for Ministers, the Secretary, Deputy Secretaries and the executive cohort including major speeches, remarks, talking points, messages to the community, opinion pieces and high-level correspondence that articulate and advance the vision, ideas and priorities of the Department, Ministers and Secretary.

## Key accountabilities

- Develop and write interesting and informative speeches, talking points, opinion pieces and communication materials for Ministers, the Secretary and Deputy Secretaries, for a range of audiences, including economists, journalists, industry, legislative leaders and professional organisations, ensuring they capture and reflect Government policy and Departmental objectives
- Prepare speech documents, undertaking editing, proof reading and formatting to ensure accuracy and a consistent standard is maintained
- Provide speech material for Ministerial visits and International Missions, and contribute to FAQs, Parliamentary Questions and high level correspondence
- Undertake complex and politically sensitive topic research and data analysis to develop speeches, remarks, talking points, messages to the community, opinion pieces, and high-level correspondence, maintaining an astute awareness of politically sensitive issues across the Department's portfolio
- Liaise closely with the Secretary, Deputy Secretaries and executive to ensure that speech material is crafted to reflect the speaker's personal style, and prepare the speaker as appropriate
- Contribute to public appearance preparations by ensuring speech material for senior management is consistent with the Secretary's messaging and Government objectives
- Liaise closely with other staff within the Division, in particular, the Media and Publishing and Marketing units to ensure consistency in messaging and validating speech and communication content.
- Build effective and collaborative relationships with the Ministers' offices, managers across the Department and other communication staff within the portfolio

## Key challenges

- Effectively using current knowledge of the extensive range of information, legislation and policy settings affecting the Department and ensuring speeches, correspondence and other communication materials reflect and promote Government and Departmental positions
- Operates within a high pressure and highly confidential environment with tight deadlines, where tact and diplomacy are paramount
- Ensuring consistently accurate information is provided to appropriately positioning the Departmental brand, sub-brands and programs

## Key relationships

Who	Why
Ministerial	
Minister's office	<ul style="list-style-type: none"> <li>• Provide speaking material which is in line with Ministerial objectives and delivers appropriate, consistent, messaging</li> </ul>

Who	Why
<b>Internal</b>	
Director Media	<ul style="list-style-type: none"> <li>Provide regular updates with regard to emergent speaker engagements, issues, and events management; and discusses work projects and resourcing</li> </ul>
Secretary, Deputy Secretary and client Divisional Heads	<ul style="list-style-type: none"> <li>Works closely, providing editorial and speech presentation advice, facilitating a consistent approach to the delivery of messages and media management</li> <li>Ensure they are informed of contentious issues and the effective management of issues in speaking presentations</li> </ul>
Team	<ul style="list-style-type: none"> <li>Provide advice and guidance and regular performance feedback</li> </ul>
Branch	<ul style="list-style-type: none"> <li>Liaise with other Branch stakeholders to ensure consistency of messaging and a strategic and holistic communications approach</li> </ul>
<b>External</b>	
Industry stakeholder and peak bodies	<ul style="list-style-type: none"> <li>Research and effectively address industry and community issues, ensuring the accurate presentation of industry data and issues within speech material as appropriate</li> </ul>

## Role dimensions

### Decision making

- Exercises judgment and discretion in developing effective speech material and communication collateral, prioritising and managing urgent issues
- Working closely and providing a high quality, timely service to executive clients regarding speech and communication collateral content, editorial services and issues management
- Refers to Director those decisions that involves potential risk to the Department or which require a higher delegation or approval

### Reporting line

Director Media

### Direct reports

1 direct report

### Budget/Expenditure

Nil

## Essential requirements






- Tertiary qualifications in media, journalism or similar; or equivalent experience.
- Extensive experience in writing at an executive, government or corporate level, with experience in preparing correspondence, briefing notes, submissions and speeches.

## 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](http://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	<b>Display Resilience and Courage</b>	<b>Advanced</b>
	<b>Act with Integrity</b>	<b>Adept</b>
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	<b>Communicate Effectively</b>	<b>Advanced</b>
	<b>Commit to Customer Service</b>	<b>Adept</b>
	Work Collaboratively	Adept
	<b>Influence and Negotiate</b>	<b>Advanced</b>
 Results	Deliver Results	Adept
	Plan and Prioritise	Advanced
	<b>Think and Solve Problems</b>	<b>Advanced</b>
	<b>Demonstrate Accountability</b>	<b>Adept</b>
 Business Enablers	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	<b>Project Management</b>	<b>Adept</b>
 People Management	<b>Manage and Develop People</b>	<b>Adept</b>
	Inspire Direction and Purpose	Adept
	Optimise Business Outcomes	Intermediate
	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
<b>Personal Attributes</b> Display Resilience and Courage	Advanced	<ul style="list-style-type: none"> <li>Stay calm and act constructively in highly pressured and unpredictable environments</li> <li>Give frank, honest advice in the face of strong, contrary views</li> <li>Accept criticism of own ideas and respond in a thoughtful and considered way</li> <li>Welcome new challenges and persist in raising and working through novel and difficult issues</li> <li>Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues</li> </ul>
<b>Personal Attributes</b> Act with Integrity	Adept	<ul style="list-style-type: none"> <li>Represent the organisation in an honest, ethical and professional way and encourage others to do so</li> <li>Demonstrate professionalism to support a culture of integrity within the team/unit</li> <li>Set an example for others to follow and identify and explain ethical issues</li> <li>Ensure that others understand the legislation and policy framework within which they operate</li> <li>Act to prevent and report misconduct, illegal and inappropriate behaviour</li> </ul>
<b>Relationships</b> Communicate Effectively	Advanced	<ul style="list-style-type: none"> <li>Present with credibility, engage varied audiences and test levels of understanding</li> <li>Translate technical and complex information concisely for diverse audiences</li> <li>Create opportunities for others to contribute to discussion and debate</li> <li>Actively listen and encourage others to contribute inputs</li> <li>Adjust style and approach to optimise outcomes</li> <li>Write fluently and persuasively in a range of styles and formats</li> </ul>
<b>Relationships</b> Commit to Customer Service	Adept	<ul style="list-style-type: none"> <li>Take responsibility for delivering high quality customer-focused services</li> <li>Understand customer perspectives and ensure responsiveness to their needs</li> <li>Identify customer service needs and implement solutions</li> <li>Find opportunities to co-operate with internal and external parties to improve outcomes for customers</li> <li>Maintain relationships with key customers in area of expertise</li> <li>Connect and collaborate with relevant stakeholders within the community</li> </ul>
<b>Relationships</b> Influence and Negotiate	Advanced	<ul style="list-style-type: none"> <li>Influence others with a fair and considered approach and present persuasive counter-arguments</li> <li>Work towards mutually beneficial win/win outcomes</li> <li>Show sensitivity and understanding in resolving acute and complex conflicts</li> </ul>

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Group and Capability	Level	Behavioural Indicators
<b>Results</b> Think and Solve Problems	Advanced	<ul style="list-style-type: none"> <li>Identify key stakeholders and gain their support in advance</li> <li>Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise</li> <li>Pre-empt and minimise conflict within the organisation and with external stakeholders</li> </ul>
		<ul style="list-style-type: none"> <li>Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues</li> <li>Work through issues, weigh up alternatives and identify the most effective solutions</li> <li>Take account of the wider business context when considering options to resolve issues</li> <li>Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements</li> <li>Implement systems and processes that underpin high quality research and analysis</li> </ul>
<b>Results</b> Demonstrate Accountability	Adept	<ul style="list-style-type: none"> <li>Assess work outcomes and identify and share learnings to inform future actions</li> <li>Ensure that actions of self and others are focused on achieving organisational outcomes</li> <li>Exercise delegations responsibly</li> <li>Understand and apply high standards of financial probity with public monies and other resources</li> <li>Identify and implement safe work practices, taking a systematic risk management approach to ensure health and safety of self and others</li> <li>Conduct and report on quality control audits</li> <li>Identify risks to successful achievement of goals, and take appropriate steps to mitigate those risks</li> </ul>
<b>Business Enablers</b> Project Management	Adept	<ul style="list-style-type: none"> <li>Prepare clear project proposals and define scope and goals in measurable terms</li> <li>Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements</li> <li>Prepare accurate estimates of costs and resources required for more complex projects</li> <li>Communicate the project strategy and its expected benefits to others</li> <li>Monitor the completion of project milestones against goals and initiate amendments where necessary</li> <li>Evaluate progress and identify improvements to inform future projects</li> </ul>
<b>People Management</b> Manage and Develop People	Adept	<ul style="list-style-type: none"> <li>Define and clearly communicate roles and responsibilities to achieve team/unit outcomes</li> <li>Negotiate clear performance standards and monitor progress</li> <li>Develop team/unit plans that take into account team capability, strengths and opportunities for development</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"><li>• Provide regular constructive feedback to build on strengths and achieve results</li><li>• Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way</li><li>• Monitor and report on performance of team in line with established performance development frameworks</li></ul>