

Role Description

Senior Manager, Media and Communications



Cluster	NSW Parliament
Agency	Department of Parliamentary Services
Division/Branch/Unit	Parliament Services/Communications, Engagement & Education
Role number	50009054
Classification/Grade/Band	Clerk Grade 11/12
ANZSCO Code	TBA
PCAT Code	TBA
Date of Approval	May 2021
Agency Website	www.parliament.nsw.gov.au

Agency overview

Administratively, the Parliament comprises three main Departments: the Department of Parliamentary Services (DPS); Department of the Legislative Council (LC); and the Department of the Legislative Assembly (LA). The Chief Executive is the head of the Department of Parliamentary Services, the Clerk of the Legislative Council and Clerk of the Legislative Assembly are the heads of their respective House Departments. These House Departments are responsible for providing procedural advice to the Council and Assembly, and their respective members, on parliamentary proceedings in each House and their Committees, undertaking protocol functions, providing corporate and executive support, House specific administrative/research services and generating content/engagement strategies relating to the activities of the House and its committees.

DPS is responsible for providing corporate and other common services across the Parliament as a whole. It comprises the following Divisions; Parliament Services and Corporate Services, and two project Branches; Digital Transformation and Capital Works Strategy Delivery.

The Parliament Services Division comprises administrative and support services specific to the institution of Parliament. This includes the Hansard, Library and Research Branch, the Communications, Engagement and Education branch and the Parliamentary Catering Unit.

The Corporate Services Division comprises of the corporate functions that provide services to all staff and Members across Parliament House. This includes: the Financial Services & Governance Branch; People, Property & Security Branch; IT Services Unit; and the Planning, Insights and Performance Unit.

The Parliament's ultimate governance body includes the Presiding Officers and the Chief Executive, DPS and the Clerks of the Legislative Council and Legislative Assembly, supported by a contemporary governance framework.

Primary purpose of the role

The Senior Manager, Media and Communications is responsible for the development and implementation of communications and media designed to implement the Parliament's strategic priority to strengthen engagement with the public and enhance trust in Parliament as an institution; achieve member and staff engagement; and to support the achievement of organisational objectives. . The role drives the communications and marketing activities including brand management, stakeholder communication and digital engagement.

Key accountabilities

- Lead the development of media and communications policy for the Parliament.
- Set priorities and determine work programs for the communications team within the context of the Parliament's operational priorities and strategic plans
- Lead and manage the staff and resources of the Communications section to ensure the provision of timely, effective services, materials and advice to the DPS Executive Management team, the House departments and the Presiding Officers.
- Oversee the development and implementation of an integrated marketing and communications strategy to build the Parliament's reputation, increasing reach and awareness with new and existing audiences.
- Supports the Parliament's content strategy, including digital/socials and branding material
- Prepare and review high-level, complex communications including drafting and preparing media materials; placement of media releases and stories over a range of communication channels, while ensuring timeliness and accuracy to support the achievement of business requirements
- Provide advice and oversight on a broad set of media responses, including communications materials for the Chief Executive, Clerks and the Presiding Officers, and senior parliamentary officers.
- Maintain extensive knowledge of media activity and drive the enhancement of the Parliament's profile.
- Lead the development of reports and KPIs on marketing and external communication activities.

Key challenges

- Negotiating outcomes between diverse stakeholders with tact and discretion
- Ensuring all communications are accurate, appropriate, risk-sensitive and timely.
- Liaising with a variety of work areas in the three parliamentary departments to ensure that the diverse work of the Parliament is represented in the products and services delivered under the community engagement strategy
- Undertaking best practice and innovative approaches in the delivery of programs, events and activities
- Managing relationships at all levels to promote the Parliament with a unified approach
- Managing resources by monitoring, reporting and managing resources allocation, and approving expenditure within agreed policy and procedure
- Fostering a team culture based on high level client service, collaboration, continuous improvement, innovation, knowledge management, and building shared values.

Key relationships

Who	Why
Parliamentary	
Presiding Officers / House Department Clerks and Executives	<ul style="list-style-type: none">• Develop strategic relationships and provide expert advice to influence decisions, support initiatives and promote effective communications and collaboration across Parliament
Internal	
Relevant Reporting Line Manager	<ul style="list-style-type: none">• Key relationship manager, report to, receive advice and guidance, clarify instructions and report on progress against work plans as required

Who	Why
	<ul style="list-style-type: none"> • Provide support to achieve operational priorities, exchange information and contribute to decision-making • Escalate discuss issues and propose solutions
Senior Executive and counterparts	<ul style="list-style-type: none"> • Provide strategic and tactical advice to respond and deliver against emerging business priorities and wider Departmental initiatives
Division/Branch Leadership Team	<ul style="list-style-type: none"> • Collaborate and build effective relationships • Provide strategic advice and influence decision making processes • Respond to requests for information or assistance and escalate sensitive issues
Work Team Members	<ul style="list-style-type: none"> • Provide guidance and professional support, exchange information • Determine work priorities and oversee progress to facilitate their ongoing professional development • Collaborate to continually improve knowledge, build capability, and improve consistency and service quality • Provide an escalation point for issues or complex decision-making
External	
Stakeholders/Other Agencies & Bodies	<ul style="list-style-type: none"> • Develop effective communication and relationships with all relevant stakeholders • Establish professional networks and relationships to maintain currency of issues, share ideas and learnings, and collaborate on common • responses to emerging and/or developing issues

Role dimensions

Decision making

The role operates with significant autonomy in the management and delivery of the unit. The role allocates work to the team and is an escalation point for complex or contentious matters.

The role determines strategic priorities in consultation with the Manager and defers complex issues of a legislative or political nature or decisions that will substantially alter the outcome or timeframes, major issues or conflicts arising in the course duties or matters requiring a higher delegated authority, including approval for expenditure or sensitive issues.

Reporting line

Director Communications, Engagement & Education

Direct reports

The role may/will have a variable number of direct and indirect reports (depending on business/project requirements).

Budget/Expenditure

As per the approved DPS Financial Delegations.

Key knowledge and experience

- Highly developed writing skills with demonstrated experience with drafting media statements and press releases.
- Well-developed interpersonal and communication skills and demonstrated capacity to develop and maintain productive and professional internal relationships.
- Demonstrated knowledge and understanding of communication practices, tool and techniques as well as social media

Essential requirements

- Tertiary qualifications in communications, public relations, journalism, media or other relevant discipline and/or equivalent relevant 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.

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">• Model the highest standards of ethical and professional behaviour and reinforce their use• Represent the organisation in an honest, ethical and professional way and set an example for others to follow• Promote a culture of integrity and professionalism within the organisation and in dealings external to government	Advanced

		<ul style="list-style-type: none"> • Monitor ethical practices, standards and systems and reinforce their use • Act promptly on reported breaches of legislation, policies and guidelines 	
	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Articulate complex concepts and put forward compelling arguments and rationales to all levels and types of audiences • Speak in a highly articulate and influential manner • State the facts and explain their implications for the organisation and key stakeholders • Promote the organisation's position with authority and credibility across government, other jurisdictions and external organisations • Anticipate and address key areas of interest for the audience and adapt style under pressure 	Highly Advanced
	Work Collaboratively Collaborate with others and value their contribution	<ul style="list-style-type: none"> • Recognise outcomes achieved through effective collaboration between teams • Build cooperation and overcome barriers to information sharing, communication and collaboration across the organisation and across government • Facilitate opportunities to engage and collaborate with stakeholders to develop joint solutions • Network extensively across government and organisations to increase collaboration • Encourage others to use appropriate collaboration approaches and tools, including digital technologies 	Advanced
	Deliver Results Achieve results through the efficient use of resources and a commitment to quality outcomes	<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 	Advanced
	Demonstrate Accountability	<ul style="list-style-type: none"> • Design and develop systems to establish and measure accountabilities 	Advanced






	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	<ul style="list-style-type: none"> • Ensure accountabilities are exercised in line with government and business goals • Exercise due diligence to ensure work health and safety risks are addressed • Oversee quality assurance practices • Model the highest standards of financial probity, demonstrating respect for public monies and other resources • Monitor and maintain business-unit knowledge of and compliance with legislative and regulatory frameworks • Incorporate sound risk management principles and strategies into business planning 	
	Technology Understand and use available technologies to maximise efficiencies and effectiveness	<ul style="list-style-type: none"> • Identify opportunities to use a broad range of technologies to collaborate • Monitor compliance with cyber security and the use of technology policies • Identify ways to maximise the value of available technology to achieve business strategies and outcomes • Monitor compliance with the organisation's records, information and knowledge management requirements 	Adept
	Project Management Understand and apply effective planning, coordination and control methods	<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 	Adept
	Manage and Develop People Engage and motivate staff, and develop capability and potential in others	<ul style="list-style-type: none"> • Refine roles and responsibilities over time to achieve better business outcomes • Recognise talent, develop team capability and undertake succession planning • Coach and mentor staff and encourage professional development and continuous learning 	Advanced

- Prioritise addressing and resolving team and individual performance issues and ensure that this approach is cascaded throughout the organisation
- Implement performance development frameworks to align workforce capability with the organisation's current and future priorities and objectives

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	Adept
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Adept
	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	Adept
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Adept
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Adept
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Adept
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Adept