

Role Description

Communication and Stakeholder Engagement Officer



Transport
for NSW

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| Cluster | Transport for NSW |
| Agency | Transport for NSW |
| Division/ Branch/ Unit | Infrastructure and Place/ Sydney Project Delivery / Project Communications Motorways |
| Location | Various |
| Classification/ Grade/ Band | USS8 |
| Role Number | Various |
| ANZSCO Code | 225311 |
| PCAT Code | 1339192 |
| Date of Approval | March 2020 |
| Agency Website | www.transport.nsw.gov.au |

Agency overview

At Transport, we're passionate about making NSW a better place to live, work and visit. Our vision is to give everyone the freedom to choose how and when they get around, no matter where they live. Right now, we're delivering a \$55.6bn program – the largest Australia has ever seen – to keep people and goods moving, connect communities and shape the future of our cities, centres and regions. At Transport, we're also committed to creating a diverse, inclusive and flexible workforce, which reflects the community and the customers we serve.

Our organisation – Transport for NSW – is comprised of numerous integrated divisions that focus on achieving community outcomes for the greater good and on putting our customers at the centre and our people at the heart of everything we do.

Infrastructure and Place

We are a trusted partner to our clients, developing and delivering smart, integrated and sustainable infrastructure and places that are valued by our customers and communities.

Primary purpose of the role

The Communications and Stakeholder Engagement Officer is responsible for the implementation of a range of internal and external strategic communication and stakeholder engagement services that support the successful delivery of Motorway projects and initiatives,

The role will also provide specialist advice and services across community consultation, customer information, internal communication, issues management and digital strategies.

This role assists in the delivery of the full range of communication and stakeholder engagement services for the NSW Maritime Branch within the Greater Sydney Division including providing specialist advice and services across community consultation, customer information, issues management and digital strategies.

Key accountabilities

- Support the communication team to manage communications activities to time, cost and budget.
- Implements actions in communication plans for high-profile, complex, contentious or publically sensitive projects often under the guidance of other team members.
- Devise, coordinate, deliver and evaluate the effectiveness of events, workshops and community consultation activities to maximise community engagement and feedback, including customer information, community consultation, internal communication, issues management and liaison with the Media team.
- Contribute to the implementation of a program of building community awareness and capacity initiatives by facilitating meetings and forums, and identifying ways to assist community participation in Transport for NSW projects.
- Build and maintain collaborative and consultative working relationships with internal teams and external stakeholders, including community groups and associations to promote open communication and facilitate delivery of best practice communication and community engagement and consultation initiatives.
- Complete tasks as directed by manager to ensure effective delivery of communication and stakeholder engagement activities.

Key challenges

- Managing competing priorities, deadlines and inputs from multiple internal teams and external stakeholders with a view to guiding and influencing positive project outcomes.
- Proactively identifying and managing stakeholder concerns and issues to maintain and enhance agency reputation.
- Maintaining up to date knowledge of best practice communication and engagement, including audience segmentation modelling, community and stakeholder consultation, social media content, issues management and above and below the line content.

Key relationships

| Who | Why |
|---|---|
| Internal | |
| Senior Manager, Communications and Stakeholder Engagement, Maritime | <ul style="list-style-type: none"> • Report to, receive broad guidance, professional support and exchange information, provide specialist advice • Escalate contentious issues and exchange information |
| Motorways Communication Team, Infrastructure and Place and Greater Sydney division team members | <ul style="list-style-type: none"> • Support team members and work collaboratively to contribute to achieving team outcomes • Provide and receive feedback • Participate in meetings, share information to provide input on issues |

| Who | Why |
|---|---|
| | <ul style="list-style-type: none"> Collaborate to continually improve knowledge, build capability, and improve consistency and become champions of good customer service and communication |
| External | |
| Community associations and stakeholders | <ul style="list-style-type: none"> Respond to enquiries Develop and maintain effective working relationships and open channels of communication Report and provide updates on programs |

Role dimensions

Decision making

The role supports the successful delivery of communication plans that meet key accountability to the Director Communication and Engagement, Head of Project Communications and project leaders.

Reporting line

The role reports to the Senior Manager Communication and Stakeholder Engagement responsible for a key motorway project such as WestConnex or Western Harbour Tunnel and Beaches Link.

Reporting line

The role reports to the Senior Manager Communications and Stakeholder Engagement

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Demonstrated ability to implement communications strategies and plans, including experience using a wide range of engagement tools, including the use of visual tools.
- Demonstrated experience writing for different audiences and translating complex and technical information into accessible information.

Essential requirements

- Relevant qualifications or equivalent experience in communications, community engagement, consultation, public relations, government relations or media, particularly within a government or services environment.

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.


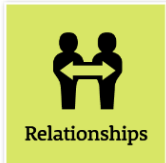
The capabilities are separated into **focus capabilities** and **complementary capabilities**.

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 |
|--|---|---|--|
|  Personal Attributes | Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning | <ul style="list-style-type: none">• Keep up to date with relevant contemporary knowledge and practices• Look for and take advantage of opportunities to learn new skills and develop strengths• Show commitment to achieving challenging goals• Examine and reflect on own performance• Seek and respond positively to constructive feedback and guidance• Demonstrate and maintain a high level of personal motivation | Adept |
| |  Relationships | Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect | <ul style="list-style-type: none">• 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 |
| | Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives | <ul style="list-style-type: none">• 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 |

FOCUS CAPABILITIES

| Capability group/sets | Capability name | Behavioural indicators | Level |
|---|---|---|-------|
|  | Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances | <ul style="list-style-type: none"> Consider the future aims and goals of the team, unit and organisation when prioritising own and others' work Initiate, prioritise, consult on and develop team and unit goals, strategies and plans Anticipate and assess the impact of changes, including government policy and economic conditions, on team and unit objectives and initiate appropriate responses Ensure current work plans and activities support and are consistent with organisational change initiatives Evaluate outcomes and adjust future plans accordingly | Adept |
| | Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | <ul style="list-style-type: none"> Assess work outcomes and identify and share learnings to inform future actions Ensure that own actions and those of others are focused on achieving organisational outcomes Exercise delegations responsibly Understand and apply high standards of financial probity with public monies and other resources Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety Conduct and report on quality control audits Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks | Adept |
|  | 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 |

FOCUS CAPABILITIES






| Capability group/sets | Capability name | Behavioural indicators | Level |
|---|---|---|-------|
|  | Manage and Develop People | <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 | Adept |
| | Engage and motivate staff, and develop capability and potential in others | | |

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 |
| | Act with Integrity | Be ethical and professional, and uphold and promote the public sector values | Adept |
| | Value Diversity and Inclusion | Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives | Adept |
|  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 | Adept |
|  Results | Deliver Results | Achieve results through the efficient use of resources and a commitment to quality outcomes | 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 | Intermediate |
| | Procurement and Contract Management | Understand and apply procurement processes to ensure effective purchasing and contract performance | Intermediate |
| | Project Management | Understand and apply effective planning, coordination and control methods | Adept |
|  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 |