

Role Description

Senior Strategic Communication Adviser

Cluster	Education
Agency	NSW Department of Education
Division/Branch/Unit	Communications and Engagement Directorate
Role number	194672, 182111, 182113, 182112
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	225311
PCAT Code	1111492
Date of Approval	August 2021
Agency Website	https://education.nsw.gov.au/

Agency overview

The NSW Department of Education serves the community by providing world-class education for students of all ages.

We ensure young children get the best start in life by supporting and regulating the early childhood education sector. We are the largest provider of public education in Australia with responsibility for delivering high-quality public education to two-thirds of the NSW student population. We are committed to fostering vibrant, sustainable and high-performing vocational and higher education sectors.

We are responsible for enacting NSW Government policy, driving improvement in education, and overseeing policy, funding and compliance issues relating to non-government schools. We respect and value Aboriginal and Torres Strait Islander people as First Peoples of Australia.

Primary purpose of the role

The position is primarily responsible for developing, delivering and driving communication strategies that support the department's strategic plan and organisational objectives. You will work in partnership with subject matter experts and stakeholders to design and develop evidence-led communication programs. You will collaborate with partners across Communication and Engagement directorate (media, external and internal channel managers, brand and content teams, data and analytics) to provide seamless delivery of our communication programs for our internal customers to our target audiences – typically comprising students, parents and carers, teachers, principals and school-based staff and corporate staff.

Key accountabilities

- Develop and implement integrated communication strategies and delivery plans across key departmental priority areas – including those focused on internal audiences (corporate staff, teachers, principals, leaders etc) as well as our key external audiences (students, parents and carers, community opinion formers etc).
- Provide strategic advice and counsel to our internal customers and business partners around messaging, narrative, engagement and communication strategy grounded in evidence and data and responsive in real time performance analytics.
- Connect and collaborate with our Communication and Engagement partners to ensure a seamless and integrated internal customer experience – acting as the central point of contact to facilitate integrated communications planning and delivery.
- Build strong engagement within the business units teams ensuring employees are motivated and involved by keeping them updated, encouraging them to provide feedback and inspiring them to make a difference for the students of NSW.
- Lead the development of high quality, relevant and audience-focused written content including web pages, reports, speeches, newsletters, executive materials and briefing notes. You will work with subject matter experts, stakeholders and end audience representatives to ensure content is written for the audience intended and delivered in a way that will streamline administration, using the right channels for delivery.
- Engage with the department's key policies and practices, record keeping systems and processes, strategic plans and reports, maintaining a high level of awareness and knowledge about internal and external policy shifts, and the legislative context within which we operate.
- Deliver and role model a high level of customer service for our internal audiences (other business units, executive and program leads) and for those enabling the success of our learners (principals, teachers, school staff) bringing best practice communication thinking and behaviour to the team, our work and our ways of working.
- Demonstrate our values every day (excellence, service, accountability, trust, equity and integrity) and bring to life our new ways of working (courage, agility, accountability, clarity, disciplined delivery, learning) that have been designed to ensure everything we do is prioritised on work that ultimately delivers outcomes for students.

Key challenges

- Developing and maintaining relationships with key internal and external stakeholders so that the work delivered meets the current and future needs of school leaders.
- Maintaining a strong understanding of key reforms affecting public schools to better understand the challenges they face and tailor solutions that best meet their needs.
- Maintaining project focus and delivering tangible results whilst dealing with multiple stakeholders who have many competing priorities and timelines.
- Focus on delivery while being aware that the department has many projects, reforms and programs all with messaging that compete for stakeholder attention.

Key relationships

Who	Why
Internal	
Communication and Engagement directorate	<ul style="list-style-type: none"> To collaborate around design and delivery of integrated communication solutions
School teachers, principals and stakeholder groups	<ul style="list-style-type: none"> To ensure that our communication meets the current and future needs of school workforce and leaders
Directors, executive directors, corporate staff, managers and program leads across key directorates	<ul style="list-style-type: none"> To ensure connected communications that takes in the full picture, break down siloes and tell a holistic department story
External	
Principal peak bodies	<ul style="list-style-type: none"> To obtain strategic advice that can be used to innovate and refine the communication with schools draft comms and support managers and directors with engagement.

Role dimensions

Decision making

- Has a high level of autonomy and is accountable for the delivery of work assignments and projects on time, within budget and to expectations in terms of quality, deliverables and outcomes

Reporting line

The role reports to Manager from Communications and Engagement

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements

- Knowledge of and commitment to implementing the Department's [Aboriginal Education Policy](#) and upholding the [Department's Partnership Agreement with the NSW AECG](#) and to ensure quality outcomes for Aboriginal people.
- Working with Children Check for paid employment.

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	Advanced
	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 	Adept

	<ul style="list-style-type: none"> • Maintain relationships with key customers in area of expertise • Connect and collaborate with relevant customers within the community 	
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
Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	<ul style="list-style-type: none"> • Negotiate from an informed and credible position • Lead and facilitate productive discussions with staff and stakeholders • Encourage others to talk, share and debate ideas to achieve a consensus • Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes • Influence others with a fair and considered approach and sound arguments • Show sensitivity and understanding in resolving conflicts and differences • Manage challenging relationships with internal and external stakeholders • Anticipate and minimise conflict 	Adept
 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

Think and Solve Problems

Adept

Think, analyse and consider the broader context to develop practical solutions

- Research and apply critical-thinking techniques in analysing information, identify interrelationships and make recommendations based on relevant evidence
- Anticipate, identify and address issues and potential problems that may have an impact on organisational objectives and the user experience
- Apply creative-thinking techniques to generate new ideas and options to address issues and improve the user experience
- Seek contributions and ideas from people with diverse backgrounds and experience
- Participate in and contribute to team or unit initiatives to resolve common issues or barriers to effectiveness
- Identify and share business process improvements to enhance effectiveness

**Project Management**

Understand and apply effective planning, coordination and control methods

Adept




- 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
-

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	Intermediate
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	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	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate