Role Description
Director – Corporate Communications

Cluster	Stronger Communities
Agency	NSW Police Force
Command/Business Unit	Public Affairs Branch
Location	Sydney CBD
Classification/Grade/Band	SE Band 1
Senior Executive Work Level Standards	Work Contribution Stream: www.psc.nsw.gov.au/wls
ANZSCO Code	131113
PCAT Code	3311492
NSWPF Role Number	RD 474
Date of Approval	23/05/2023
Agency Website	www.police.nsw.gov.au

Agency overview

The NSW Police Force (NSWPF) vision is for *A Safer New South Wales*, which is achieved by police working with the community to prevent, disrupt and respond to crime.

It is one of the largest police forces in the western world, with more than 20,000 NSW Police Force employees, including more than 17,000 sworn officers providing a range of law and order services 24 hours a day, seven days a week to the socially, geographically and culturally diverse community of NSW.

The organisation has four function lines, based across a number of locations. Metropolitan Field Operations and Regional NSW Field Operations provide frontline services directly to the community. Investigations & Counter Terrorism provides investigative, technical and counter terrorism expertise. Corporate Services, provides business support services such as technology and communication, education and training and corporate human resources functions.

The NSW Police Force is a proud employer of a diverse range of people. This includes, but is not limited to, people who identify as Aboriginal or Torres Strait Islander, LGBTIQ, people with disability, people who come from a variety of cultural, religious or ethnic backgrounds, and workers of all ages. The NSWPF is committed to reflecting the diverse community we serve and creating an inclusive and respectful workplace for all employees, where difference is embraced, contributions are valued, and everyone has a sense of connection and belonging. This enables the growth and development of a talented and diverse workforce across the state, in a wide range of roles, at all levels.

The NSWPF *Statement of Values* and *Code of Conduct & Ethics* outlines appropriate behaviour for all NSW Police Force staff. All employees of NSWPF are expected to ensure ethics are incorporated into all aspects of their work making ethical behaviour, practices and decision making a part of daily routine. This further extends to ensuring confidentiality and information security is maintained at all times.

Work, Health and Safety legislation requires all employees to have specific responsibilities. This role is responsible for identifying, assessing, prioritising and controlling health and safety risks, and ensuring that safe systems of work are developed, documented and followed by staff and contractors through appropriate training, supervision and monitoring.

Primary purpose of the role

The Director - Corporate Communications will support the Executive Director of the Public Affairs Branch in developing and implementing innovative communication and marketing strategies for NSW Police to promote and assist with the achievement of NSW Police objectives. The role manages a team of skilled professionals who anticipate and respond to, organisational, community and media information needs.

Key accountabilities

- Provide oversight of the Corporate Communications' strategic direction and key capabilities (including but not limited to: marketing and events, partnerships, stakeholder management, multimedia and production, corporate social media, publications, corporate design, and film and television program partnerships) and delivery capabilities of internal and external communications and engagement for NSW Police Force.
- Display exemplary written and verbal communication skills while leading communication strategies to ensure the NSW Police Force responds accurately and decisively to developing issues and internal communication challenges and to support the promotion and enhancement of the overall reputation and brand of the NSW Police Force.
- Identify and develop compelling communications ideas aligned to the organisation's key priorities for internal and external audience and apply exceptional communication expertise when delivering paid marketing strategies and coordinating events.
- Develop strategic opportunities through film, television and podcast work for NSW Police Force and manage the relationships with industry in respect to maintaining the integrity of the agency's image and brand through the successful execution of appropriate commercial Deeds and agreements.
- Seek and develop key sponsorship and partnership arrangements for key corporate communications initiatives and programs and corporate community engagement-based activities.
- Maintain strategic relationships with key stakeholders in government and external media, engage with the executive and develop sound relationships with the Commissioner's Executive Team, and lead Corporate Communications staff to develop Regional Commanders, Local Area Commanders and the Commanders of Specialist teams.
- Develop, monitor and integrate digital information strategies using emerging technologies suitable for internal and external audiences.
- Drive compliance with Government Branding Guidelines, privacy legislation and NSW Police Force Media Policy when developing media, marketing and communications strategies to deal with such requests expeditiously.

Key challenges

- Manage multiple high-level issues on a daily basis while maintaining contemporary awareness of Media Policy and legislation, particularly regarding the confidentially of investigations, as well as current and emerging trends in legislation and policy, and the general media and public environment in which the Public Affairs Branch operates.
- Manage contemporary industry standards, capabilities and technology in regard to NSW Police Force video production, graphic design, marketing and events, film and television industry production, social media and content development.
- Manage the corporate brand integrity in accordance with the NSW Government Branding Guidelines and NSW Police Force Corporate Branding Policy and Standards.

Key relationships

Who	Why
Internal*	
NSW Police Force Commissioner's Executive Team	• Receive broad direction and professional support, exchange information and provide expert advice • Work to ensure corporate brand aligns with organisational direction
NSW Police Force Senior Management	• Provide continuous guidance and communication, professional support and advice • Work to ensure corporate brand aligns with organisational direction
Other NSW Police Force Commands and Divisions	• Provide continuous guidance and communication, professional support and advice • Build strategic relationships to align with and inform robust business operations, policy development and decision making
Public Affairs Branch Senior Management Team	• Inspire and motivate the team, provide direction and manage performance
Direct Reports	• Provide direction, inform, consult, develop capability and manage performance • Provide continuous guidance, advice, feedback and communication • Provide ongoing development of team to ensure they remain motivated, ethical and focused on the role
External	
Senior Members of the Media, including Editors, Chiefs of Staff and Production Managers, social media companies	• Receive broad guidance and exchange information • Build strategic relationships and work to influence agenda of external stakeholders in order to improve outcomes
Members of the public and community groups	• Provide information and influence the reputation of NSW Police Force

Role dimensions

Decision making

The role liaises closely with the Executive, Director of Public Affairs and the Executive Team of the NSW Police Force in relation to major strategic communication decisions. However, the nature of the role also requires this person to have the confidence and ability to make decisions and back their experience when providing advice and implementing strategies.

Reporting line

• Executive Director – Public Affairs Branch – SE Band 2

Direct reports

• Digital Media Coordinator - Clerk 9-10
• Publications Coordinator - Clerk 9-10
• Project Officer - Clerk 7-8
• Film and TV Coordinator -Sergeant
• Corporate Design Coordinator - Clerk 7-8
• Manager - Police Concert Band - Senior Sergeant

Budget/Expenditure

- $1.5M Corporate Communications Unit annual budget.

Key knowledge and experience

- Demonstrated experience in media and communications management within a multi-disciplined organisation.
- Demonstrated experience in managing multiple competing projects with tight delivery timeframes.

Essential requirements

- Obtain and maintain the requisite security clearances for this position.
- Relevant tertiary qualifications and / or a record of achievement in corporate communications, internal communications, media, marketing, broadcast media or Public Relations related disciplines.

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.

Capability group/sets	Capability name	Behavioural indicators	Level
FOCUS CAPABILITIES			
Personal Attributes	**Display Resilience and Courage** Be open and honest, prepared to express your views, and willing to accept and commit to change	• Remain composed and calm and act constructively in highly pressured and unpredictable environments • Give frank, honest advice in response to strong contrary views • Accept criticism of own ideas and respond in a thoughtful and considered way • Welcome new challenges and persist in raising and working through novel and difficult issues • Develop effective strategies and show decisiveness in dealing with emotionally charged situations and difficult or controversial issues	Advanced
	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	• Champion and model the highest standards of ethical and professional behaviour • Drive a culture of integrity and professionalism within the organisation, and in dealings across government and with other jurisdictions and external organisations • Set, communicate and evaluate ethical practices, standards and systems and reinforce their use • Create and promote a culture in which staff feel able to report apparent breaches of legislation, policies and guidelines and act promptly and visibly in response to such reports • Act promptly and visibly to prevent and respond to unethical behaviour	Highly Advanced
Relationships	**Communicate Effectively** Communicate clearly, actively listen to others, and respond with understanding and respect	• 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

FOCUS CAPABILITIES			
Capability group/sets	Capability name	Behavioural indicators	Level
	Work Collaboratively Collaborate with others and value their contribution	• 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	• Engage in a range of approaches to generate solutions, seeking expert inputs and advice to inform negotiating strategy • Use sound arguments, strong evidence and expert opinion to influence outcomes • Determine and communicate the organisation's position and bargaining strategy • Represent the organisation in critical and challenging negotiations, including those that are cross-jurisdictional • Achieve effective solutions when dealing with ambiguous or conflicting positions • Anticipate and avoid conflict across organisations and with senior internal and external stakeholders • Identify contentious issues, direct discussion and debate, and steer parties towards an effective resolution	Highly Advanced
Results	**Deliver Results** Achieve results through the efficient use of resources and a commitment to quality outcomes	• 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

FOCUS CAPABILITIES			
Capability group/sets	**Capability name**	**Behavioural indicators**	**Level**
	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	• Understand the links between the business unit, organisation and the whole-of-government agenda • Ensure business plan goals are clear and appropriate and include contingency provisions • Monitor the progress of initiatives and make necessary adjustments • Anticipate and assess the impact of changes, including government policy and economic conditions, on business plans and initiatives and respond appropriately • Consider the implications of a wide range of complex issues and shift business priorities when necessary • Undertake planning to help the organisation transition through change initiatives, and evaluate progress and outcomes to inform future planning	Advanced
Business Enablers	**Technology** Understand and use available technologies to maximise efficiencies and effectiveness	• Champion the use of innovative technologies in the workplace • Actively manage risk to ensure compliance with cyber security and acceptable use of technology policies • Keep up to date with emerging technologies and technology trends to understand how their application can support business outcomes • Seek advice from appropriate subject-matter experts on using technologies to achieve business strategies and outcomes Actively manage risk of breaches to appropriate records, information and knowledge management systems, protocols and policies	Advanced

FOCUS CAPABILITIES			
Capability group/sets	**Capability name**	**Behavioural indicators**	**Level**
People Management	**Optimise Business Outcomes** Manage people and resources effectively to achieve public value	- Initiate and develop longer-term goals and plans to guide the work of the team in line with organisational objectives - Allocate resources to ensure the achievement of business outcomes and contribute to wider workforce planning - When planning resources, implement processes that encourage the attraction and retention of people of diverse cultures, backgrounds and experiences - Ensure that team members base their decisions on a sound understanding of business and risk management principles, applied in a public sector context - Monitor performance against standards and take timely corrective actions - Keep others informed about progress and performance outcomes	Adept

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	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Advanced
	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	Advanced
Results	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Advanced
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Advanced
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
	Project Management	Understand and apply effective planning, coordination and control methods	Adept
People Management	Manage and Develop People	Engage and motivate staff, and develop capability and potential in others	Advanced
	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Advanced
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Adept

Version Control

Version	Summary of Changes	Date
V1.0	Position Description translated into Role Description template (Approved 29.5.2018)	29.05.2018
V1.1	Title Change. Updated to new RD template. Minor change to Key accountabilite. Key Knowledge & Experience	09.12.2020
V1.2	Update Security Unclass to OFFICIAL, Move KKE to Essent Req as tertiary qual (16.1.23) minor amendment	15.05.2023

Roles attached

Position Number	Region	Position Number	Region	Position Number	Region	Position Number	Region
50250014	PAB						