Role Description
Manager, Communications

Cluster	Premier & Cabinet
Agency	Australian Museum
Branch/Unit	Marketing, Communications & Partnerships / Communications
Location	Sydney CBD
Classification/Grade/Band	Clerk Grade 9/10
Kind of Employment	Ongoing
Role Number	50000198
ANZSCO Code	225311
PCAT Code	3111492
Date of Approval	Jan 2020

Agency overview

The Australian Museum (AM) operates within the NSW Department of Premier & Cabinet. The AM is the first museum in Australia and was founded in 1827. The AM provides access, engagement and scientific research to increase our understanding of natural history and culture, particularly of the Australasian region. The AM holds more than 21 million objects of biological, geological and cultural collections and develops programs, exhibitions and school and community education initiatives onsite, online and offsite. The AM's purpose is to make nature, Indigenous cultures and science accessible and relevant to everyone.

For more information, visit the website

Primary purpose of the role

The position manages and delivers communications across owned and earned channels, increasing general awareness of the Australian Museum and positioning the AM positively with media, public, government and other key stakeholders. The Manager, Communications oversees media relations, social media community engagement, internal and corporate communications, and proactively manages potential media issues. This position is a part of the Australian Museum's Senior Management Team.

Key accountabilities

- Develop and implement communication plans to promote a consistent narrative for the AM, its leadership team, exhibitions, programs, education and scientific research including setting priorities and resource allocation to achieve best outcomes.
- Leverage and develop media and content collaborations and partnerships
- Create and oversee content such as media releases, videos, publications, copy for website, social media posts, stories for the AM intranet, speech notes and briefings
- Manage and deliver communications across a range of channels including media, digital, corporate collateral and publications, events and stakeholder networks.
- Manage some events such as media launches and famils, as well as social influencer previews.

Key challenges

- Managing relationships to meet the communication needs of the AM, with various internal and external stakeholders
- Deliver outcomes with limited resources by planning, allocating internal and external resources, prioritising, developing and enhancing partnerships.

Key relationships

Who	Why
Internal	
Director, Marketing, Communications & Partnerships	• Receive broad guidance, exchange information and provide advice.
Executive Leadership Team	• Share communications plans, provide advice and support and prepare briefings and speech notes
Communications team	• Allocate task, manage performance and professional development of the Communications team, including external contractors.
Marketing & Members team, Digital team	• Collaborate to deliver on integrated campaigns, digital projects and initiatives, and statistical analysis and reporting
Marketing, Communications & Partnerships Division	• Foster communication and collaboration within the Division
Other Australian Museum business units	• Provide communications advice, training, oversight and ongoing support for other departments
External	
Media	• Ensure positive representation of the AM. Proactively manage potential issues that could arise. Strategically develop promotions and extensions of coverage with media partners
Social media communities	• Ensure positive representation of the AM. Proactively manage potential issues that could arise.
Contractors and content providers	• Liaise with contractors to deliver communications outputs • Liaise with external content providers to develop content for publication

Role dimensions

Decision making

- Has a high level of autonomy and is accountable for strategic and operational management of the AM's media relations, social media, corporate and internal communication outputs
- Allocates work to Communications staff and contractors, and monitors progress
- Co-leads the overall direction of the AM's Marketing and Communications Strategy

Reporting line

- This role reports to the Director, Marketing, Communications & Partnerships

Direct reports

- Media & Communications Advisor

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- Digital Communications Coordinator
- External suppliers (such as Editors and Publicists)

Budget/Expenditure

This role manages a budget of approximately $140,000 and has financial delegation up to $15,000.

Essential requirements

- Extensive experience in communications management and delivery within a complex organisation, including issues management
- Highly developed networks and relationships within the media sector
- Extensive experience in content creation for mainstream media and across digital platforms
- Experience managing staff and budgets.
- Knowledge and experience to ensure delivery of the Key Accountabilities and Focus Capabilities in this role description.

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

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	**Display Resilience and Courage**	**Adept**
	Act with Integrity	Intermediate
	Manage Self	**Adept**
	Value Diversity	Intermediate
Relationships	**Communicate Effectively**	**Advanced**
	Commit to Customer Service	**Intermediate**
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
Results	**Deliver Results**	**Adept**
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	**Advanced**
Business Enablers	Finance	Intermediate
	Technology	**Adept**
	Procurement and Contract Management	Intermediate
	Project Management	**Intermediate**
People Management	**Manage and Develop People**	**Intermediate**
	Inspire Direction and Purpose	Intermediate
	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**
Personal Attributes Display Resilience and Courage	Adept	• Be flexible and adaptable and respond quickly when situations change • Offer own opinion and raise challenging issues • Listen when ideas are challenged and respond in a reasonable way • Work through challenges • Stay calm and focused in the face of challenging situations
Personal Attributes Manage Self	Adept	• 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 a high level of personal motivation
Relationships Communicate Effectively	Advanced	• Present with credibility, engage varied audiences and test levels of understanding • Translate technical and complex information concisely for diverse audiences • Create opportunities for others to contribute to discussion and debate • Actively listen and encourage others to contribute inputs • Adjust style and approach to optimise outcomes • Write fluently and persuasively in a range of styles and formats
Relationships Commit to Customer Service	Intermediate	• Support a culture of quality customer service in the organisation • Demonstrate a thorough knowledge of the services provided and relay to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Co-operate across work areas to improve outcomes for customers
Results Deliver Results	Adept	• Take responsibility for delivering on intended outcomes • Make sure team/unit staff understand expected goals and acknowledge success • Identify resource needs and ensure goals are achieved within budget and deadlines

Group and Capability	Level	Behavioural Indicators
		• Identify changed priorities and ensure allocation of resources meets new business needs • Ensure financial implications of changed priorities are explicit and budgeted for • Use own expertise and seek others' expertise to achieve work outcomes
Results Demonstrate Accountability	Advanced	• Design and develop systems to establish and measure accountabilities • 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
Business Enablers Technology	Adept	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business • Support compliance with the records, information and knowledge management requirements of the organisation
Business Enablers Project Management	Intermediate	• Perform basic research and analysis which others will use to inform project directions • Understand project goals, steps to be undertaken and expected outcomes • Prepare accurate documentation to support cost or resource estimates • Participate and contribute to reviews of progress, outcomes and future improvements • Identify and escalate any possible variance from project plans
People Management Manage and Develop People	Intermediate	• Ensure that roles and responsibilities are clearly communicated • Collaborate on the establishment of clear performance standards and deadlines in line with established performance development frameworks

		• Develop team capability and recognise and develop potential in people
		• Be constructive and build on strengths when giving feedback
		• Identify and act on opportunities to provide coaching and mentoring
		• Recognise performance issues that need to be addressed and work towards resolution of issues