

Role Description

Internal Communications Coordinator



**Regional
NSW**

Cluster	Regional NSW
Agency	Department of Regional NSW
Group/Division/Branch	Office of the Secretary
Location	Queanbeyan
Classification/Grade/Band	Clerk Grade 9/10
Job Family (internal use only)	Adapted/Communication & Engagement/Deliver
ANZSCO Code	212499
PCAT Code	1127392
Date of Approval	June 2020 (updated January 2021)
Agency Website	www.regional.nsw.gov.au

Agency overview

The Department of Regional NSW was formed in 2020 as a central agency for regional issues. The Department is responsible for building resilient regional economies and communities, strengthening primary industries, managing the use of regional land, overseeing the state's mineral and mining resources and ensuring government investment in regional NSW is fair and delivers positive outcomes for local communities and businesses.

Primary purpose of the role

The Internal Communications Coordinator provides strategic communications advice to internal businesses; develops and implements communications strategies to support internal clients' activities and projects; helps manage internal communication channels; and creates engaging content (including written and digital) for our intranet and social media platforms.

Key accountabilities

- Develops, implements and evaluates innovative internal communications strategies and activities to build employee engagement and a positive and inclusive organisational culture, and communicate the Department's policies, plans and programs.
- Liaises with a range of internal service providers, including DRNSW Executives, and provides strategic communications advice to ensure delivery of high-quality communications that are relevant and meaningful to a range of audiences.
- Develops informed, engaging communication content (written and digital) for a range of

communication channels including intranet, our internal social media content platform and staff emails.

- Uses analytics and data to inform the use of internal channels to deliver communication campaigns.
- Manages internal communication channels and participates in internal communications planning and delivery for major projects.
- Assists in the development of internal communication policies, procedures and style guides to standardise internal communications activities.

Key challenges

- Manage internal stakeholder expectations, deadlines and deliverables and complete multiple projects within required timeframes, budgets and to agreed standards
- Design, deliver and evaluate corporate communication strategies and collateral using a wide range of tools and communication channels.
- Communicate complex operational issues, including technical information, in ways that inform and motivate staff.

Key relationships

Who	Why
Internal	
Senior Executive	<ul style="list-style-type: none">• Work closely with to deliver effective internal communication to DRNSW staff.
Manager, Corporate Communications	<ul style="list-style-type: none">• Take direction consistent with the requirements of the Corporate Group, seek guidance and receive feedback on performance• Seek advice and negotiate performance standards and work activities• Provide regular reports on work program and flag issues that need resolving
Subject matter experts within the Corporate group	<ul style="list-style-type: none">• Work closely with subject matter experts to approve and publish articles in internal publications and support materials for managers• Share information and transfer knowledge, expertise and skills
Staff members across the department	<ul style="list-style-type: none">• Understand communication needs from the Corporate group, understand effectiveness of communication strategies and approaches.
External	
Consultants, vendors and contractors	<ul style="list-style-type: none">• Seek input and manage contracts and service provision

Role dimensions

Decision-making

The Senior Internal Communications Advisor:

- obtains direction, instruction and advice from the Manager regarding work priorities and referral/escalation of matters and enquiries received in a way that is consistent with the internal communication needs of the Corporate Group.
- Works on a day-to-day basis with the Corporate Group and attends relevant meetings of that group.
- seeks input or advice from the Manager or other senior managers in relation to matters that may have whole-of-department or government implications
- operates and makes decisions within their delegation and escalates all other matters.

Reporting line

The role reports to the Manager, Corporate Communications

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements

- Tertiary qualification in a relevant and/or demonstrated equivalent 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.

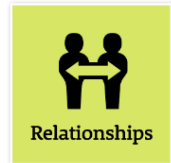
The capabilities are separated into **focus capabilities** and **complementary capabilities**.

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
 Personal Attributes	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct 	Intermediate



Communicate Effectively

Communicate clearly, actively listen to others, and respond with understanding and respect

- Recognise and report misconduct and illegal and inappropriate behaviour
- Report and manage apparent conflicts of interest and encourage others to do so

- Tailor communication to diverse audiences
- Clearly explain complex concepts and arguments to individuals and groups
- Create opportunities for others to be heard, listen attentively and encourage them to express their views
- Share information across teams and units to enable informed decision making
- Write fluently in plain English and in a range of styles and formats
- Use contemporary communication channels to share information, engage and interact with diverse audiences

Adept

Commit to Customer Service

Provide customer-focused services in line with public sector and organisational objectives

- 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

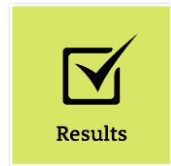
Adept

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



Think and Solve Problems

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

- Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues
- Work through issues, weigh up alternatives and identify the most effective solutions in collaboration with others
- Take account of the wider business context when considering options to resolve issues
- Explore a range of possibilities and creative alternatives to contribute to system, process and business improvements
- Implement systems and processes that are underpinned by high-quality research and analysis
- Look for opportunities to design innovative solutions to meet user needs and service demands
- Evaluate the performance and effectiveness of services, policies and programs against clear criteria

Advanced



Technology

Understand and use available technologies to maximise efficiencies and effectiveness

- 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

- Perform basic research and analysis to inform and support the achievement of project deliverables
- Contribute to developing project documentation and resource estimates
- Contribute to reviews of progress, outcomes and future improvements
- Identify and escalate possible variances from project plans





Intermediate

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	Intermediate
 Relationships	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Intermediate
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	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
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate