

Role Description

Senior Marketing Advisor



Planning,
Industry &
Environment

Cluster	Planning, Industry & Environment
Agency	Department of Planning, Industry and Environment
Division/Branch/Unit	People Performance & Culture/Communications, Marketing & Engagement
Location	Sydney
Classification/Grade/Band	Clerk Grade 9/10
Role Family	Marketing
ANZSCO Code	225113
PCAT Code	1229192
Date of Approval	March 2020
Agency Website	www.dpie.nsw.gov.au

Agency overview

The Planning, Industry and Environment Cluster (DPIE) was formed in 2019. The Cluster drives greater levels of integration and efficiency across key areas such as long-term planning, precincts, housing, property, infrastructure priorities, open space, the environment, our natural resources – land, water, mining – energy, and growing our industries. There is a strong emphasis on regional NSW.

Primary purpose of the role

The Senior Marketing Advisor manages the development, delivery and implementation of effective integrated marketing strategies, solutions, products and services to optimise outcomes for DPIE.

Key accountabilities

- Develop, deliver and evaluate integrated marketing strategies and campaigns in support of business objectives.
- Ensure all marketing strategies and campaigns align with the NSW government and DPIE brands
- Work with media and creative agencies, public relations agencies and other internal and external stakeholders to develop effective strategies and integrated campaigns that build awareness and drive business outcomes.
- Leverage opportunities with stakeholders and partner organisations to advance marketing and business objectives.
- Maintain a sound understanding of business portfolio priorities and challenges and translate them into measurable marketing objectives, solutions and services that are aligned with business and objectives.
- Provide advice and guidance on marketing requirements to optimise business portfolio outcomes, including research, publishing, advertising, digital content, sponsorship and major events.

- Establish and maintain business partner and other stakeholder relationships; liaise, negotiate, influence and collaborate with them in order to optimise effective integrated marketing solutions and services.
- Maintain current knowledge of emerging issues, risks and opportunities impacting the business portfolio and the Department and provide timely and relevant advice and responses to stakeholders
- Manage project teams to effectively develop and deliver outcomes.

Key challenges

- Maintaining momentum on long-term projects while continuing to respond to daily priorities and being responsive and resilient in a changing environment with competing demands.
- Staying abreast of contemporary best practice and public issues and other factors likely to impact the way the DPIE communicates with clients, stakeholders and/or the public.
- Achieving deadlines and milestones to the required standards, timeframes and within budget, given the need to simultaneously coordinate and deliver multiple projects and services.
- Developing and maintaining effective relationships with stakeholder organisations and networks.

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none"> • Receive guidance and direction • Escalate issues, keep informed, advise • Advise on program/project status, sensitive and emerging issues
Work Team	<ul style="list-style-type: none"> • Support team members and work collaboratively to achieve business outcomes • Provide advice, reports, data, analysis • Participate in meetings, present information on program/project status, sensitive and emerging issues • Lead cross-functional projects, working groups and networks • Manage a project team, allocate and monitor work, provide guidance and instruction
Client/Customer	<ul style="list-style-type: none"> • Negotiate outcomes and timeframes • Work collaboratively, report on and guide the implementation of strategies and projects • Negotiate, resolve and provide solutions to issues • Contribute to a client-focused approach to service delivery
External	
Stakeholders	<ul style="list-style-type: none"> • Develop and maintain effective working relationships and open channels of communication • Engage with, consult, provide and obtain information • Work collaboratively, negotiate, report on and guide effective outcomes
Vendors/Service Providers	<ul style="list-style-type: none"> • Monitor contracts and provision of service to ensure compliance with contracts and service arrangements

Role dimensions

Decision making

This Role:

- operates with some autonomy in respect to the key accountabilities and is responsible for the development and delivery of projects, programs and initiatives on time, within budget and to expectations in terms of quality, deliverables and outcomes.

- refers to the Manager decisions that require significant change to outcomes or timeframes; are likely to escalate or create substantial or contentious precedent; require an administrative delegation, or submission to a higher level of management.
- guides, instructs, monitors and allocates work to Communications Advisors and Communications Coordinators, in a project management capacity.
- submits reports, analyses, briefings and other forms of written advice in final form with minimal input required from the Manager.

Reporting line

Director

Direct reports

Nil

Budget/Expenditure

Nil





Essential requirements

- Appropriate tertiary qualifications and/or relevant industry experience

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 and Inclusion	Intermediate
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project Management	Adept

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	<ul style="list-style-type: none"> Be flexible, show initiative and respond quickly when situations change Give frank and honest feedback and advice Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately Raise and work through challenging issues and seek alternatives Remain composed and calm under pressure and in challenging situations
Relationships Communicate Effectively	Advanced	<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

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • 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
Results Deliver Results	Adept	<ul style="list-style-type: none"> • Use own and others' expertise to achieve outcomes, and take responsibility for delivering intended outcomes • Make sure staff understand expected goals and acknowledge staff success in achieving these • Identify resource needs and ensure goals are achieved within set budgets and deadlines • Use business data to evaluate outcomes and inform continuous improvement • Identify priorities that need to change and ensure the allocation of resources meets new business needs • Ensure that the financial implications of changed priorities are explicit and budgeted for
Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> • 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
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • 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