

# Role Description

## Principal Internal Communications Officer



|                           |  |
|---------------------------|--|
| Cluster                   | Planning, Industry and Environment                           |
| Agency                    | Environment Protection Authority                             |
| Division/Branch/Unit      | Education, Programs & Engagement/Engagement & Public Affairs |
| Location                  | Sydney   |
| Role number               | TBA  |
| Classification/Grade/Band | Environment Officer Class 11                                 |
| ANZSCO Code               | 131114   |
| PCAT Code                 | 1221492  |
| Date of Approval          | May 2020   |
| Agency Website            | <a href="http://www.epa.nsw.gov.au">www.epa.nsw.gov.au</a>   |

### Agency overview

The NSW Environment Protection Authority (EPA) is the state's primary environmental regulator. We work to protect our community and the environment as a leader, partner and protector. Our vision is for New South Wales to have a healthy environment, healthy community and healthy business. We believe healthy ecosystems are the foundation for healthy communities, a healthy economy and for enhancing liveability.

We lead in protecting our air, waterways, land and the health of the community for the future.

We work with communities, government and business to reduce our impact on the environment.

We hold people and organisations to account through licensing, monitoring, regulation and enforcement.

### Primary purpose of the role

Lead a small specialised team responsible for the development, design and delivery of internal communication including intranet content, digital communication, videos and newsletters to inform and engage employees.

Provide expert advice to internal business and program units on the effective use of internal communication channels and implement internal engagement initiatives to support the EPA's strategy, policy and planning programs.

### Key accountabilities

- Develop, implement and evaluate innovative internal communications and engagement strategies to support the EPA's business needs.
- Develop and implement a range of engagement tools and techniques, such as events, forums, webinars, workshops, briefings, surveys and other online tools
- Provide support and advice in the management and evaluation of the intranet and other

communication channels

- Work closely with the business units and internal service providers to identify opportunities for innovative and engaging content and tools that encourages cross-organisational communications and collaboration
- Ensure internal communications align with the wider Department of Planning, Industry and Environment policies.
- Maintain strong relationships and collaborate with the business units and senior executives to support the successful delivery of internal communications and engagement programs
- Draft and edit a high standard of written material within tight timeframes and provide coaching and support to staff to draft written material.

## Key challenges

- Developing content and communication tools in coordination with the Department of Planning, Industry and Environment cluster for a variety of services which meets individual business needs, delivers on individual program goals and, meets the overall strategic and operational needs of EPA.
- Maintaining current knowledge across a fast paced technology, web and communications field on the latest content development and communications trends and techniques to effectively engage staff and promote the services and resources of EPA.

## Key relationships

| Who                   | Why   |
|-----------------------|---|
| <b>Internal</b>       |   |
| Director              | <ul style="list-style-type: none"><li>• Prepare complex and sensitive material and related documents for review by management and submission to the Director and Chief Executive.</li></ul>   |
| Manager               | <ul style="list-style-type: none"><li>• Receive broad guidance on strategic requirements and provide advice to manage internal communication requirements.</li></ul>  |
| Work team             | <ul style="list-style-type: none"><li>• Manage the day to day operations of the team and provide expert advice and support for effective decision making and issues management.</li></ul>   |
| Internal stakeholders | <ul style="list-style-type: none"><li>• Develop and maintain cooperative and productive working relationships with key internal contacts, including the DPIE cluster to achieve a strategic and coordinated approach to work.</li></ul> |
| <b>External</b>       |   |
| Stakeholders          | <ul style="list-style-type: none"><li>• Develop relationships with key external contacts including service providers to proactively respond to communication matters as they arise.</li></ul>   |

## Role dimensions

### Decision making

The Principal Internal Communications Officer operates with autonomy within parameters determined in conjunction with the Manager and Director and makes decisions affecting the day to day work priorities and workload of the team. The Principal Internal Communications Officer applies sound judgement and decision making in referring matters to the Director which may be considered contentious and/ or sensitive and require escalation to Executives.

## Reporting line

The role reports to the Manager Stakeholder Engagement

## Direct reports

2 to 5 direct reports

## Budget/Expenditure

As per project allocated.

## Key knowledge and experience

- Extensive experience leading and managing the development and delivery of internal communication, media and digital services to promote services and resources and to assist in effective communication and issues management in a complex, geographically dispersed organisation.

## Essential requirements

- Tertiary qualifications in communications, web technologies, content design and management or a related field and/ or demonstrated management experience in a similar position.

## 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 |
|--|--|---|-------|
| <br>Personal Attributes | <b>Act with Integrity</b><br>Be ethical and professional, and uphold and promote the public sector values                    | <ul style="list-style-type: none"> <li>• Represent the organisation in an honest, ethical and professional way and encourage others to do so</li> <li>• Act professionally and support a culture of integrity</li> <li>• Identify and explain ethical issues and set an example for others to follow</li> <li>• Ensure that others are aware of and understand the legislation and policy framework within which they operate</li> <li>• Act to prevent and report misconduct and illegal and inappropriate behaviour</li> </ul>  | Adept |
| <br>Relationships       | <b>Communicate Effectively</b><br>Communicate clearly, actively listen to others, and respond with understanding and respect | <ul style="list-style-type: none"> <li>• Tailor communication to diverse audiences</li> <li>• Clearly explain complex concepts and arguments to individuals and groups</li> <li>• Create opportunities for others to be heard, listen attentively and encourage them to express their views</li> <li>• Share information across teams and units to enable informed decision making</li> <li>• Write fluently in plain English and in a range of styles and formats</li> <li>• Use contemporary communication channels to share information, engage and interact with diverse audiences</li> </ul> | Adept |
|  | <b>Work Collaboratively</b><br>Collaborate with others and value their contribution  | <ul style="list-style-type: none"> <li>• Encourage a culture that recognises the value of collaboration</li> <li>• Build cooperation and overcome barriers to information sharing and communication across teams and units</li> <li>• Share lessons learned across teams and units</li> <li>• Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work</li> <li>• Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services</li> </ul>       | Adept |
| <br>Results           | <b>Deliver Results</b><br>Achieve results through the efficient use of resources and a commitment to quality outcomes        | <ul style="list-style-type: none"> <li>• Use own and others' expertise to achieve intended outcomes, and take responsibility for delivering intended outcomes</li> <li>• Make sure staff understand expected goals and acknowledge staff success in achieving these</li> <li>• Identify resource needs and ensure goals are achieved within set budgets and deadlines</li> <li>• Use business data to evaluate outcomes and inform continuous improvement</li> </ul>  | Adept |

## FOCUS CAPABILITIES

| Capability group/sets | Capability name | Behavioural indicators   | Level |
|-----------------------|-----------------|--|-------|
|                       |                 | <ul style="list-style-type: none"><li>• Identify priorities that need to change and ensure the allocation of resources meets new business needs</li><li>• Ensure that the financial implications of changed priorities are explicit and budgeted for</li></ul> |       |


## FOCUS CAPABILITIES

| Capability group/sets  | Capability name   | Behavioural indicators  | Level        |
|--|---|---|--------------|
|  | <p><b>Plan and Prioritise</b></p> <p>Plan to achieve priority outcomes and respond flexibly to changing circumstances</p> | <ul style="list-style-type: none"> <li>Understand the team and unit objectives and align operational activities accordingly</li> <li>Initiate and develop team goals and plans, and use feedback to inform future planning</li> <li>Respond proactively to changing circumstances and adjust plans and schedules when necessary</li> <li>Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals</li> <li>Accommodate and respond with initiative to changing priorities and operating environments</li> </ul>   | Intermediate |
|  <p>Business Enablers</p>   | <p><b>Technology</b></p> <p>Understand and use available technologies to maximise efficiencies and effectiveness</p>      | <ul style="list-style-type: none"> <li>Identify opportunities to use a broad range of technologies to collaborate</li> <li>Monitor compliance with cyber security and the use of technology policies</li> <li>Identify ways to maximise the value of available technology to achieve business strategies and outcomes</li> <li>Monitor compliance with the organisation's records, information and knowledge management requirements</li> </ul>   | Adept        |
|  | <p><b>Project Management</b></p> <p>Understand and apply effective planning, coordination and control methods</p>         | <ul style="list-style-type: none"> <li>Perform basic research and analysis to inform and support the achievement of project deliverables</li> <li>Contribute to developing project documentation and resource estimates</li> <li>Contribute to reviews of progress, outcomes and future improvements</li> <li>Identify and escalate possible variances from project plans</li> </ul>  | Intermediate |
|  <p>People Management</p> | <p><b>Manage and Develop People</b></p> <p>Engage and motivate staff, and develop capability and potential in others</p>  | <ul style="list-style-type: none"> <li>Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes</li> <li>Adjust performance development processes to meet the diverse abilities and needs of individuals and teams</li> <li>Develop work plans that consider capability, strengths and opportunities for development</li> <li>Be aware of the influences of bias when managing team members</li> <li>Seek feedback on own management capabilities and develop strategies to address any gaps</li> <li>Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way</li> </ul> | Adept        |

## FOCUS CAPABILITIES

| Capability group/sets | Capability name  | Behavioural indicators   | Level        |
|-----------------------|--|--|--------------|
|                       |  | <ul style="list-style-type: none"> <li>Monitor and report on team performance in line with established performance development frameworks</li> </ul>   |              |
|                       | <b>Optimise Business Outcomes</b><br>Manage people and resources effectively to achieve public value | <ul style="list-style-type: none"> <li>Develop team and unit plans that consider team capabilities and strengths</li> <li>Plan and monitor resource allocation effectively to achieve team and unit objectives</li> <li>When planning resources, consider the attraction and retention of people of diverse cultures, backgrounds and experiences</li> <li>Ensure that team members work with a good understanding of business principles as they apply to the public sector context</li> <li>Participate in wider organisational workforce planning to ensure that capable resources are available</li> </ul> | Intermediate |

## Occupation / profession specific capabilities

| Capability Set  | Category and Sub-category   | Level and Code |
|---|---|----------------|
|  | <b>Solution Development and Implementation, Systems Development, Information content authoring business process Improvement</b> | Level 6 - INCA |
|   | <b>Service Management, Service Design, Service level management</b>   | Level 5 - SLMO |





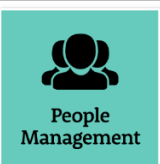
## • Occupation specific capability set (Skills Framework for the Information Age – SFIA)

| Category and Sub-Category                                  | Level and Code | Level Descriptions   |
|--|----------------|--|
| <b>Development and Implementation, Systems Development</b> | Level 6 – INCA | <b>Information Content Authoring</b><br>Oversees content development activities, ensuring that adequate procedures, standards, tools and resources are in place and implemented to ensure the appropriate quality of material developed by content creators within the organisation. Champions the use of clear language and sets the quality standards for drafting and final copy. Manages relationships with stakeholders, ensuring they receive the information they need.   |
| <b>Delivery and Operation, Service Design</b>              | Level 5 – SLMO | <b>Service Level Management</b><br>Ensures that service delivery meets agreed service levels. Creates and maintains a catalogue of available services. In consultation with the customer negotiates service level requirements and agrees service levels. Diagnoses service delivery problems and initiates actions to maintain or improve levels of service. Establishes and maintains operational methods, procedures and facilities in assigned area of responsibility and reviews them regularly for effectiveness and efficiency. |

## 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        |
| <br>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 |
| <br>Relationships       | Commit to Customer Service          | Provide customer-focused services in line with public sector and organisational objectives             | Intermediate |
|  | Influence and Negotiate             | Gain consensus and commitment from others, and resolve issues and conflicts                            | Intermediate |
| <br>Results            | Think and Solve Problems            | Think, analyse and consider the broader context to develop practical solutions                         | Adept        |
|  | Demonstrate Accountability          | Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines         | Intermediate |
| <br>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 |
| <br>People Management | Inspire Direction and Purpose       | Communicate goals, priorities and vision, and recognise achievements                                   | Intermediate |
|  | Manage Reform and Change            | Support, promote and champion change, and assist others to engage with change                          | Intermediate |