

Role Description

Manager Community Engagement



Role Description Fields	Details
Cluster	Education
Department/Agency	TAFE NSW
Division/Branch/Unit	Student Support and Community Group
Position Description no	10421-01
Classification/Grade/Band	TAFE Manager Level 2
Senior executive work level standards	Not Applicable
ANZSCO Code	139900
PCAT Code	2119192
Date of Approval	2024
Agency Website	www.tafensw.edu.au

Agency overview

TAFE NSW's purpose is to skill the workforce of the future. It is Australia's leading provider of vocational education and training with over 500,000 annual enrolments and a proud history for setting the benchmark for quality service. As the NSW public provider, it supports the NSW Government's priority to grow skills for the economy and jobs of tomorrow. Critically, TAFE NSW plays a vital role in providing vocational education in rural and regional NSW, and job training pathways for the most vulnerable in the community.

TAFE NSW offers the best of campus-based delivery as well as flexible, online and work-based learning. The TAFE NSW values of Customer First, Collaboration, Integrity and Excellence guide our team in strengthening communities, delivering world-class training for our students and producing job ready graduates for employers. The operating environment for TAFE NSW is dynamic as we leverage our scale, expertise, passion and reputation to meet the rapidly changing VET landscape.

TAFE NSW is committed to its students and customers and the role it plays in changing lives and opening up opportunities through learning.

Primary purpose of the role

This position is responsible for the implementation of engagement strategies, programs and plans to establish strong relationships with local communities, industry and learners to ensure a deep understanding of their needs and aspirations to inform decision-making across all business areas of TAFE NSW.

The position achieves success through collaboration with internal stakeholders to engage and build proactive and trusting relationships with industry and communities, ensuring experiences are captured and strategies are developed that inform localised decision making and improve service delivery, training solutions and community engagement efforts.

Key accountabilities

1. Manage the development and delivery of engagement strategies, programs and plans that promote community involvement and collaboration in the design and delivery of TAFE NSW products and services, foster links with the community and industry and supports the TAFE NSW strategic plan, Faculty priorities and enhanced learner and industry outcomes.
2. Establish, maintain and strengthen collaborative relationships, through consistent engagement approaches, with a range of diverse community, local industry, and government stakeholders to remain in touch with local issues and community satisfaction levels and ensure local TAFE NSW initiatives, programs, courses and services meet the needs of communities.
3. Initiate feedback mechanisms to engage with stakeholders on community and local industry experiences and work collaboratively with key internal function/Faculty and delivery leads to identify and facilitate actions and strategies to improve education and learner support delivery outcomes.
4. Oversee and guide representation of TAFE NSW at functions and events supporting engagement with local communities and industry including providing senior level representation at events positioning TAFE NSW as a leading, innovative and sustainable provider of training services.
5. Provide expert advice and regular reporting and monitoring of local engagement activities identifying opportunities for TAFE NSW to deliver economic and social value based on local insights.
6. Work collaboratively with Learning and Teaching Group functional leads, Faculty governance structures and teachers to appropriately target and prioritise local engagement activities, contribute to inclusive campus environments and provide feedback on business opportunity leads, issues and trends including those relating to reputation, community relations and education and learner support delivery.
7. Collaborate closely with colleagues in commercial and partnerships functions to identify and forward leads, aiding in the initiation and development of commercial relationships and partnerships, and ensuring the maximisation of value from these engagements.
8. Demonstrate a genuine commitment to safety excellence and safety leadership. This includes setting health and safety expectations, results and behaviours with direct reports, providing a safe workplace and ways of working, and promoting and complying with safety systems and procedures.
9. Place the customer at the centre of all decision making.
10. Collaborate with staff to ensure the development and regular review of meaningful individual performance development and review plans that are clearly aligned to strategic objectives and focused to develop the individual.

Key challenges

- Achieving multiple business objectives, meeting tight deadlines and managing the expectations of numerous stakeholders with conflicting priorities and expectations.
- Maintaining strong relationships and achieving well-formed and balanced outcomes with a diverse group of clients in an evolving and maturing business environment.

Key relationships

Internal

Who	Why
Line Manager	<ul style="list-style-type: none">• Receive leadership, advice and support.
Direct reports	<ul style="list-style-type: none">• Provide leadership, advice and support.• Coach, manage performance and support development.
Leads across the state-wide Engagement, Partnerships and Growth function	<ul style="list-style-type: none">• Collaborate on targeting and prioritising local engagement activities.• Advise and inform on business and partnership opportunity leads, issues and trends.

Leads across Learning and Teaching and Faculty	<ul style="list-style-type: none"> • Collaborate on developing, targeting and prioritising local engagement activities. • Liaise and collaborate on industry and community feedback and requirements
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External

Who	Why
Local community and industry stakeholders, networks and forums	<ul style="list-style-type: none"> • Promote TAFE NSW business and services. • Build and maintain strong relationships to understand needs and opportunities.

Role dimensions

Decision making

- Makes decisions on complex and sensitive issues through the detailed analysis of alternative courses of action and their implications on achieving organisational objectives and strategies.
- Manage functional expenditure and resourcing within relevant policy and delegation frameworks.

Reporting line

Associate Director Engagement, Partnerships & Growth

Direct reports

0-5 (dependent on business need)

Budget/Expenditure

TBA

Essential requirements

1. A valid Working with Children Check (required prior to commencement).
2. Degree qualification in a related field or equivalent skills, knowledge and experience.
3. Demonstrated experience in developing and implementing local engagement plans, strategies and programs.
4. Demonstrated experience engaging and building strong and trusting relationships with a range of industry and community stakeholders.

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 and encourage others to do so • Act professionally and support a culture of integrity • Identify and explain ethical issues and set an example for others to follow • Ensure that others are aware of and understand the legislation and policy framework within which they operate • Act to prevent and report misconduct and illegal and inappropriate behaviour 	Adept
 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<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 • 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 	Advanced



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



Deliver Results

Achieve results through the efficient use of resources and a commitment to quality outcomes

- 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

Adept



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

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Inspire Direction and Purpose

Communicate goals, priorities and vision, and recognise achievements








- Promote a sense of purpose and enable others to understand the links between government policy, organisational goals and public value
- Build a shared sense of direction, clarify priorities and goals, and inspire others to achieve these
- Work with others to translate strategic direction into operational goals and build a shared understanding of the link between these and core business outcomes
- Create opportunities for recognising and celebrating high performance at the individual and team level
- Instil confidence, and cultivate an attitude of openness and curiosity in tackling future challenges








Advanced

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.

Capability group/sets	Capability name	Description	Level
	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	Adept
	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Advanced
	Influence and Negotiate	Gain consensus and commitment from others, and resolve issues and conflicts	Adept
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	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	Adept
	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	Adept
	Project Management	Understand and apply effective planning, coordination and control methods	Intermediate
	Manage and Develop People	Engage and motivate staff, and develop capability and potential in others	Adept
	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Adept
	Manage Reform and Change	Support, promote and champion change, and assist others to engage with change	Adept