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| **Cluster** | Regional NSW |
| **Agency** | Department of Regional New South Wales |
| **Group/Division/Branch** | DPI/Strategy & Engagement/Corporate Affairs & Parliament |
| **Location** | Flexible within Regional NSW |
| **Classification/Grade/Band** | Clerk Grade 9 / 10 |
| **Role Family** | Standard / Communication and Engagement / Delivery |
| **ANZSCO Code** | 131114 |
| **PCAT Code** | 1221492 |
| **Date of Approval** | September 2020 (updated Sept 2021) |
| **Agency Website** | [www.dpi.nsw.gov.au](http://www.dpi.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.

The NSW Department of Primary Industries (NSW DPI) supports the development of profitable primary industries that create a more prosperous NSW and contributes to a better environment through the sustainable use of natural resources.

NSW DPI's Strategy & Engagement Branch develops and drives whole of DPI strategic outcomes by leveraging networks and specialised expertise across Cabinet and legislation, corporate affairs and Parliament, market intelligence and forecasting, science risks and opportunities and stakeholder engagement.

Primary purpose of the role

Develop and implement communication strategy and material to support NSW DPI’s wide activities and projects. This includes the development of multi-channel communications solutions, monitoring and reviewing internal communication effectiveness.

# Key accountabilities

* Work closely with teams across DPI to engage stakeholders and staff on issues important to them and to the Department
* Develop and implement communication plans including engaging messaging and activities aligned with identified communication strategies
* Source, write and edit content suitable for a range of communication channels and manage the production of printed, mobile, web-based, and social communications and collateral
* Coordinate a range of communications events such as briefing sessions, information sessions and forums
* Build relationships with key internal stakeholders across the branch to source news and key communication events
* Participate in communication planning and delivery for major projects as required by divisional and project leaders
* Participate as part of a multi-disciplinary, co-operative and collaborative communications function distributed across NSW DPI branches

Key challenges

* Designing, delivering and evaluating effective communication strategies and collateral using a wide range of tools and communication channels within project timeframes
* Communicating complex operational issues, including technical information, in ways that inform and engage stakeholders

Key relationships

| Who | Why |
| --- | --- |
| **Internal** |  |
| Manager | * Receive guidance from and provide regular updates on key internal communications initiatives, events, issues and priorities |
| Team | * Contribute and work collaboratively to ensure project outcomes are achieved |
| Departmental staff including embedded communications colleagues | * Build networks across the department to effectively work on communications initiatives * Provide advice and assistance on communications related matters * Active participation in Communications Community of Practise |
| Staff within the Division, and other internal stakeholders | * Inform and educate, and ensure staff are aware of the strategic direction of the Department, Government objectives, and key technical and regulatory changes * Address any issues and concerns |
| **External** |  |
| Consultants, vendors & contractors | * To seek input and to ensure agreed contract and service deliverables are met |
| Project stakeholders | * To understand and anticipate communication needs and plan & implement appropriate strategies |

# Role dimensions

## Decision making

* Manages own work load and sets priorities as defined by project scope
* Recommends potential strategies and actions to support internal communication strategies for the Division
* Builds networks throughout the Department and with external stakeholders

## Reporting line

Manager

## Direct reports

Nil

## Budget/Expenditure

Nil

Essential requirements

* Tertiary qualifications in public relations and/or equivalent experience

# Capabilities for the role

The [NSW public sector capability framework](https://www.psc.nsw.gov.au/workforce-management/capability-framework/the-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** |
|  | **Act with Integrity**  Be ethical and professional, and uphold and promote the public sector values | | 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  Recognise and report misconduct and illegal and inappropriate behaviour  Report and manage apparent conflicts of interest and encourage others to do so | Intermediate |
|  | **Communicate Effectively**  Communicate clearly, actively listen to others, and respond with understanding and respect | | 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 |
|  | **Plan and Prioritise**  Plan to achieve priority outcomes and respond flexibly to changing circumstances | | Understand the team and unit objectives and align operational activities accordingly  Initiate and develop team goals and plans, and use feedback to inform future planning  Respond proactively to changing circumstances and adjust plans and schedules when necessary  Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals  Accommodate and respond with initiative to changing priorities and operating environments | Intermediate |
| **Think and Solve Problems**  Think, analyse and consider the broader context to develop practical solutions | | 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 | Adept |
| **Demonstrate Accountability**  Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines | | Be proactive in taking responsibility and being accountable for own actions  Understand delegations and act within authority levels  Identify and follow safe work practices, and be vigilant about own and others’ application of these practices  Be aware of risks and act on or escalate risks, as appropriate  Use financial and other resources responsibly | Intermediate |
|  | **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 | | 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 | Adept |

# 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** |
|  | 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 |
|  | Work Collaboratively | | Collaborate with others and value their contribution | Intermediate |
| Influence and Negotiate | | Gain consensus and commitment from others, and resolve issues and conflicts | Intermediate |
|  | Deliver Results | | Achieve results through the efficient use of resources and a commitment to quality outcomes | Intermediate |
|  | 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 |