

Role Description

Manager, Community and Events Engagement



Customer
Service

Cluster	Customer Service
Department / Agency	Department of Customer Service
Division/ Branch/Unit	Customer, Delivery and Transformation / Brand, Digital and Communications
Classification/Grade/Band	Clerk Grade 11/12
ANZSCO Code	139999
PCAT Code	3331492
Date of Approval	April 2019 (Updated August 2020)

Primary purpose of the role

Leads a team in the development, coordination and delivery of effective stakeholder and community engagement for the organisation, with a strong focus on events and physical points of presence in the community

Key accountabilities

- Lead, motivate and manage a team in the development, coordination and delivery of an ongoing program of community engagement and events to actively engage stakeholders and customers across government and the community, to support and promote the work of the organisation
- Provide strategic advice to key stakeholders to clearly articulate their community and events engagement aims and goals, and enhance their understanding of the work of the business unit
- Prepare community and events engagement plans that map relevant stakeholders, communications activities, audiences, channels, timelines and key messages to support organisational initiatives
- Clearly identify risks through engagement and communications plans, and identify and implement as required mitigation strategies to address and minimise these risks
- Facilitate engagement and consultation with key senior stakeholders, business partners and other stakeholders, providing strategic advice and guidance on the delivery of community engagement and events and ensure effective, engaging and targeted events strategies
- Lead the planning and coordination of logistical events delivery including identification of appropriate venues and events collateral, and that they are costed and resourced appropriately
- Collaborate with specialist expertise across the business unit to ensure that best practice engagement is incorporated as part of a seamless and integrated communications service
- Develop and implement strategies to monitor, evaluate and deliver continuous improvement in all aspects of the team's communications work and negotiate and plan work priorities for the team to ensure a focus on using budget and resources effectively to maximise value

Key challenges

- Maintaining momentum on long-term strategic projects while continuing to respond to daily priorities ensuring the team is agile, responsive and resilient in a changing environment with competing demands
- Developing and maintaining strong relationships with internal stakeholders by managing expectations, advising on risk and proactively proposing risk mitigation strategies
- Ensuring engagement occurs within budget and is appropriately timed to maximise positive community and stakeholder impact while managing expectation and potentially competing priorities

Key relationships

Who	Why
Internal	
Executive	<ul style="list-style-type: none"> • Inform through reporting sensitive and emerging issues • Provide expert advice and regular reporting on the status of programs and initiatives • Business continuity issues
Director	<ul style="list-style-type: none"> • Receive guidance and direction • Advise on program / project sensitive and emerging issues • Escalate issues, keep informed advise
Work Team	<ul style="list-style-type: none"> • Participate in meetings, present information on program/project status, sensitive and emerging issues • Lead cross-functional projects, working groups and networks • Lead and motivate team members, allocate and monitor work, provide guidance and instruction • Support team members to work collaboratively to achieve business outcomes • Develop staff capabilities to work to achieve business outcomes
Direct Reports	<ul style="list-style-type: none"> • Guide, support, coach, mentor and manage performance • Review work and proposals to ensure integrity and accountability of decision making • Provide own perspective and share information • Work collaboratively with, inspire and motivate
Internal Customer/ Stakeholders	<ul style="list-style-type: none"> • Provide a client-focused approach to service delivery • Manage the flow of information, seek clarification and provide advice and responses to ensure prompt resolution of issues • Articulate the needs and requirements of the service and collaborate with to negotiate solutions, provide expert advice and regular updates • Address/respond to queries to provide advice where possible, or redirect to relevant party for review and resolution
External	
Stakeholders	<ul style="list-style-type: none"> • Respond and resolve queries, providing information and/or resources or redirect to the appropriate person or business unit if required

Who	Why
	<ul style="list-style-type: none"> • Develop and maintain effective working relationships and open channels of communication to provide and obtain information, and ensure effective management and implementation of expectations and standards • Engage with, consult, provide and obtain information • Work collaboratively, negotiate, influence report on and guide effective outcomes.
Vendors/Service Providers	<ul style="list-style-type: none"> • Negotiate and manage contracts and monitor provision of service to ensure compliance with contracts and service arrangements approve contracts and service agreements
Industry professionals/ consultants	<ul style="list-style-type: none"> • Collaborate with and seek/maintain specialist knowledge/advice • Participate in forums, groups to represent the agency and share information • Participate in discussions regarding innovation and best practice
Other Government Agencies	<ul style="list-style-type: none"> • Participate in meetings and represent the Organisation or business perspective • Plead or participate in joint initiatives / projects
Industry and Industry Leaders	<ul style="list-style-type: none"> • Develop and maintain effective working relationships • Collaborate with and provide expert opinion to on policy and regulatory design matters • Advocate agency position, influence and negotiate

Role dimensions

Decision making

This role has autonomy and makes decisions that are under their direct control as directed by their Executive. It refers to the Executive decisions that require significant change to program outcomes or timeframes or are likely to escalate. This role is fully accountable for the delivery of work assignments on time and to expectations in terms of quality, deliverables and outcomes. This role submits reports, business cases and other forms of written advice with minimal input from the Director.

Reporting line

This role reports to the Director, Stakeholder and Community Engagement

Direct reports

This role has various direct reports

Budget/Expenditure

As per the Customer Service Delegations

Essential requirements

- Appropriate qualifications and/or relevant industry experience
- Satisfactory Criminal Record Check

Capabilities for the role

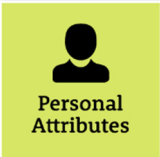
The [NSW public sector capability framework](#) describes the capabilities (knowledge, skills and abilities) needed to perform a role. There are four main groups of capabilities: personal attributes, relationships, results and business enablers, with a fifth people management group of capabilities for 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	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	<ul style="list-style-type: none">• Remain composed and calm and act constructively in highly pressured and unpredictable environments• Give frank, honest advice in response to strong contrary views• Accept criticism of own ideas and respond in a thoughtful and considered way• Welcome new challenges and persist in raising and working through novel and difficult issues• Develop effective strategies and show decisiveness in dealing with emotionally charged situations and difficult or controversial issues	Advanced
	Manage Self Show drive and motivation, an ability to self-reflect and a commitment to learning	<ul style="list-style-type: none">• Keep up to date with relevant contemporary knowledge and practices• Look for and take advantage of opportunities to learn new skills and develop strengths• Show commitment to achieving challenging goals• Examine and reflect on own performance• Seek and respond positively to constructive feedback and guidance	Adept

 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<ul style="list-style-type: none"> • Demonstrate and maintain a high level of personal motivation • 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
	Commit to Customer Service Provide customer-focused services in line with public sector and organisational objectives	<ul style="list-style-type: none"> • Promote a customer-focused culture in the organisation and consider new ways of working to improve customer experience • Ensure systems are in place to capture customer service insights to improve services • Initiate and develop partnerships with customers to define and evaluate service performance outcomes • Promote and manage alliances within the organisation and across the public, private and community sectors • Liaise with senior stakeholders on key issues and provide expert and influential advice • Identify and incorporate the interests and needs of customers in business process design and encourage new ideas and innovative approaches • Ensure that the organisation's systems, processes, policies and programs respond to customer needs 	
	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	<ul style="list-style-type: none"> • Influence others with a fair and considered approach and present persuasive counter-arguments • Work towards mutually beneficial 'win-win' outcomes 	

- Show sensitivity and understanding in resolving acute and complex conflicts and differences
- Identify key stakeholders and gain their support in advance
- Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise
- Anticipate and minimise conflict within the organisation and with external stakeholders



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

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

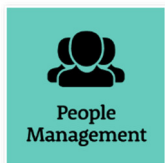


Project Management

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

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Manage and Develop People

Engage and motivate staff, and develop capability and potential in others

- Define and clearly communicate roles, responsibilities and performance standards to achieve team outcomes
- Adjust performance development processes to meet the diverse abilities and needs of individuals and teams
- Develop work plans that consider capability, strengths and opportunities for development
- Be aware of the influences of bias when managing team members
- Seek feedback on own management capabilities and develop strategies to address any gaps
- Address and resolve team and individual performance issues, including unsatisfactory performance, in a timely and effective way
- Monitor and report on team performance in line with established performance development frameworks






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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	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Work Collaboratively	Collaborate with others and value their contribution	Adept
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	Demonstrate Accountability	Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Adept
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	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