Role Description
Community Engagement Officer

Department of Primary Industries and Regional Development
NSW GOVERNMENT

Portfolio	Primary Industries and Regional Development
Department	Department of Primary Industries and Regional Development
Division/Branch/Unit	Agriculture & Biosecurity / Agriculture
Location	Negotiable
Classification/Grade/Band	Clerk Grade 7 / 8
Role Family	Standard / Communication and Engagement / Delivery
ANZSCO Code	225311
PCAT Code	1119192
Date of Approval	August 2021 (updated August 2024)
Agency Website	www.dpird.nsw.gov.au

Agency overview

The Department of Primary Industries and Regional Development (DPIRD) is the department dedicated to growing primary industries and supporting regional economic development to deliver long term benefits to the state. Our focus is to protect, support and develop our primary industries, mining sector, and regions.

DPIRD brings together Agriculture; Biosecurity; Forestry and Fishing; Local Land Services; NSW Resources; Regional Development and Delivery; the Regional Growth NSW Development Corporation; NSW Public Works and Soil Conservation Service.

We have nearly 5,000 employees, with almost 80 per cent of us living and working in regional NSW.

Within the Agriculture and Biosecurity division, the Agriculture branch leads agricultural industry development through extension, science and research, industry policy and regulatory compliance functions to foster sustainable and economic agricultural industries.

Primary purpose of the role

Coordinate the development and delivery of effective community engagement strategies and initiatives and support senior management and staff to develop communication and promotional materials and activities.

Key accountabilities

- Support the development and implementation of community engagement strategies and approaches to meet and deliver on priority nation-wide program outcomes
- Influence effective community engagement program design and delivery by researching and identifying the specific issues, needs and interests of target audiences through timely and relevant consultation mechanisms

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- Monitor and evaluate stakeholder engagement and communications projects providing ideas for continuous improvement
- Assist with the implementation and delivery of stakeholder engagement, including meetings programmes, responding to relevant consultations, stakeholder mapping, and support for Program staff in engaging communities in various locations throughout Australia
- Support the development of campaigns, promotional and sponsorship activities for Government policy, in line with the Department's business plan
- Undertake routine work associated with tender, appointment and contract processes with suppliers (including market researchers, advertising agencies and design agencies) to ensure outcomes meet budget requirements, deadlines and quality standards.
- Assist in the development of communications material, such as web copy, social media, written work including talking points and briefs to ensure an effective and consistent approach to communicating with and engaging stakeholders
- Assist in the development of tools and resources to build stakeholder engagement capacity of response teams and/or project understanding for external stakeholders

Key challenges

- Ensuring communication and engagement initiatives are effectively targeted, engaging and foster community engagement, while working within tight decision time frames, where tasks may involve politically, commercially and culturally sensitive issues.
- Maintaining and building relationships with key community stakeholders to build relationships ensure a consistent approach to community engagement initiatives

Key relationships

Who	Why
Internal	
Manager	• Assist the PIO to coordinate delivery of appropriate information and key messages to internal and external stakeholders. • Provide updates on projects, raise issues, and share information
Project team staff	• To assist in developing Community engagement initiatives that meet Department needs and broader marketing and reporting requirements
External	
Other state and federal government agencies	• Share information and insight
Community stakeholders	• Inform and educate to ensure the Government's point of view is presented. • Address any issues and concerns.

Role dimensions

Decision making

- Make day to day decisions regarding own work and project activities
- Managing relationships with key community stakeholders

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Reporting line

Manager

Direct reports

Nil

Budget/Expenditure

Nil

Key knowledge and experience

- Experience in supporting the development and implementation of stakeholder engagement / communications strategies including preparation of relevant materials and use of social and expert media

Essential requirements

- Tertiary qualifications in public relations and/or equivalent experience

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	• 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	• 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	• Focus on providing a positive customer experience • Support a customer-focused culture in the organisation • Demonstrate a thorough knowledge of the services provided and relay this knowledge to customers • Identify and respond quickly to customer needs • Consider customer service requirements and develop solutions to meet needs • Resolve complex customer issues and needs • Cooperate across work areas to improve outcomes for customers	Intermediate

Capability group/sets	Capability name	Behavioural indicators	Level
	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	• Negotiate from an informed and credible position • Lead and facilitate productive discussions with staff and stakeholders • Encourage others to talk, share and debate ideas to achieve a consensus • Recognise diverse perspectives and the need for compromise in negotiating mutually agreed outcomes • Influence others with a fair and considered approach and sound arguments • Show sensitivity and understanding in resolving conflicts and differences • Manage challenging relationships with internal and external stakeholders • Anticipate and minimise conflict	Adept
Results	**Demonstrate Accountability** Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	• Take responsibility for own actions • Be aware of delegations and act within authority levels • Be aware of team goals and their impact on work tasks • Follow safe work practices and take reasonable care of own and others' health and safety • Escalate issues when these are identified • Follow government and organisational record-keeping requirements	Foundational
Business Enablers	**Technology** Understand and use available technologies to maximise efficiencies and effectiveness	• Demonstrate a sound understanding of technology relevant to the work unit, and identify and select the most appropriate technology for assigned tasks • Use available technology to improve individual performance and effectiveness • Make effective use of records, information and knowledge management functions and systems • Support the implementation of systems improvement initiatives, and the introduction and roll-out of new technologies	Intermediate

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.

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COMPLEMENTARY CAPABILITIES

Capability group/sets	Capability name	Description	Level
Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Intermediate
	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Foundational
Relationships	Work Collaboratively	Collaborate with others and value their contribution	Intermediate
Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
	Think and Solve Problems	Think, analyse and consider the broader context to develop practical solutions	Intermediate
Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Foundational
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Foundational
	Project Management	Understand and apply effective planning, coordination and control methods	Intermediate