

# Role Description

## Principal Communications Officer



Planning,  
Industry &  
Environment

Cluster	Planning, Industry & Environment
Agency	Department of Planning, Industry and Environment
Division/Branch/Unit	People, Performance & Culture / Communications, Marketing & Engagement / Housing & Planning Corporate Affairs
Location	Sydney
Classification/Grade/Band	Clerk Grade 11/12
Role Number	TBA
ANZSCO Code	511112
PCAT Code	1119192
Date of Approval	February 2020
Agency Website	<a href="http://www.dpie.nsw.gov.au">www.dpie.nsw.gov.au</a>

### Agency overview

The Planning, Industry and Environment Cluster (DPIE) was formed in 2019. The Cluster drives greater levels of integration and efficiency across key areas such as long-term planning, precincts, housing, property, infrastructure priorities, open space, the environment, our natural resources – land, water, mining – energy, and growing our industries. There is a strong emphasis on regional NSW.

### Primary purpose of the role

Develop and deliver communication and stakeholder engagement and communications functions including the planning, development and implementation of projects, operational and corporate (brand) engagement and relationship building activities, to support the achievement of business objectives and to promote the policy priorities to inform and influence the community and uphold reputation among key stakeholders.

### Key accountabilities

- Develop both proactive and responsive campaign and events strategies that support Department and the Government's strategies, initiative and developments.
- Support the implementation of strategic engagement and relations plan ensuring multi-channel communication strategies are in place to meet the needs of the business.
- Plan and develop corporate communications and brand to ensure all materials and tools contribute to objectives and are presented as an integrated and professional organisation.
- Promote internal communication programs to build workforce unity, information sharing and facilitate achievement of goals and priorities.
- Manage emerging and sensitive communication issues proactively and provide operational advice to Senior Executives.

- Develop processes to ensure the development of appropriate digital engagement and social media strategies that fulfill business objectives.
- Plan and manage a calendar of events, including logistics, budgets, resources and project plans, to enable the efficient and successful management of regular and special occasion events.
- Support the Senior Executives to undertake research, develop options and negotiate agreements with external sponsors and joint hosts of events to enable sound financial support and seamless delivery of events.

## Key challenges

- Streamlining stakeholder engagement and relations objectives and aligning it with the broader communications objectives of business and Government as a whole.
- Maintaining knowledge and awareness of external factors that may affect the agency, including emerging social, political, environmental and stakeholder issues.
- Understanding stakeholders needs and communication policies to ensure they meet regulatory and program requirements.

## Key relationships

Who	Why
<b>Internal</b>	
Director	<ul style="list-style-type: none"> <li>• Report directly to Line manager</li> <li>• Seek direction, advice and support</li> <li>• Provide information and feedback</li> </ul>
Direct Reports	<ul style="list-style-type: none"> <li>• Provide advice, guidance, information; monitor and direct work; determine priorities; manage performance</li> </ul>
Team Members	<ul style="list-style-type: none"> <li>• Provide information and advice</li> <li>• Provide an effective and valuable two way liaison</li> </ul>
Other Divisions, Districts and Clusters	<ul style="list-style-type: none"> <li>• Liaise to ensure the provision of timely and accurate advice when requested; collaborate on planning and implementation of marketing and communication initiatives</li> <li>• Develop and maintain effective working relationships</li> <li>• Negotiate/agree on timeframes</li> </ul>
<b>External</b>	
Ministers' Offices	<ul style="list-style-type: none"> <li>• Liaise to ensure the provision of timely and accurate advice when requested; assist with planning and delivery of communications activities</li> <li>• Develop and maintain effective working relationships</li> <li>• Negotiate/agree on timeframes</li> </ul>
Suppliers and Service Providers, Consultants	<ul style="list-style-type: none"> <li>• Source services and products; negotiate conditions and costs; manage delivery of agreed products and services</li> </ul>
Sponsors/Senior Level Stakeholders in the NGO and Business Sectors	<ul style="list-style-type: none"> <li>• Develop and manage constructive relationships; negotiate sponsorship agreements; manage joint communications projects</li> </ul>

## Role dimensions

### Decision making

Ability to exercise delegations provided subject to:

- Restrictions outlined in the delegation schedule and/or guidelines
- Any direction, policy or procedure provided from reporting officer (or higher) restricting use of delegations.

The role:

- Carries a level of autonomy in setting own priorities in alignment with management.
- Develops a suitable approach in managing its and its Direct Report's workload and is responsible for the development of relevant systems and frameworks for the team.
- Responsible for determining own actions undertaken, within government and legislative policies, and for ensuring quality control in the implementation of own workload.
- As necessary, consults with manager or senior staff on a suitable course of action in matters that are sensitive, high-risk or business-critical, or for those issues that have far reaching implications with respect to resources or quality advice provision.

### Reporting line

Director

### Direct reports

4

### Budget/Expenditure

Nil

## Essential requirements

Tertiary qualifications in Marketing, Communications or Business Management.

Extensive experience in a fast paced, dynamic marketing, corporate communications environment with proven ability to manage multiple projects, change activities and various stakeholders.



## Capabilities for the role

The NSW Public Sector Capability Framework applies to all NSW public sector employees. The Capability Framework is available at [www.psc.nsw.gov.au/capabilityframework](http://www.psc.nsw.gov.au/capabilityframework)

### Capability summary

Below is the full list of capabilities and the level required for this role. The capabilities in bold are the focus capabilities for this role. Refer to the next section for further information about the focus capabilities.

## NSW Public Sector Capability Framework

Capability Group	Capability Name	Level
 <b>Personal Attributes</b>	<b>Display Resilience and Courage</b>	<b>Advanced</b>
	Act with Integrity	Adept
	<b>Manage Self</b>	<b>Advanced</b>
	Value Diversity and Inclusion	Adept
 <b>Relationships</b>	<b>Communicate Effectively</b>	<b>Advanced</b>
	Commit to Customer Service	Adept
	Work Collaboratively	Adept
	<b>Influence and Negotiate</b>	<b>Advanced</b>
 <b>Results</b>	Deliver Results	Adept
	<b>Plan and Prioritise</b>	<b>Advanced</b>
	<b>Think and Solve Problems</b>	<b>Advanced</b>
	Demonstrate Accountability	Adept
 <b>Business Enablers</b>	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	<b>Project Management</b>	<b>Adept</b>
 <b>People Management</b>	<b>Manage and Develop People</b>	<b>Intermediate</b>
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Intermediate

### Focus capabilities

The focus capabilities for the role are the capabilities in which occupants must demonstrate immediate competence. The behavioural indicators provide examples of the types of behaviours that would be expected at that level and should be reviewed in conjunction with the role's key accountabilities.

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Display Resilience and Courage	Advanced	<ul style="list-style-type: none"> <li>Remain composed and calm and act constructively in highly pressured and unpredictable environments</li> <li>Give frank, honest advice in response to strong contrary views</li> <li>Accept criticism of own ideas and respond in a thoughtful and considered way</li> <li>Welcome new challenges and persist in raising and working through novel and difficult issues</li> <li>Develop effective strategies and show decisiveness in dealing with emotionally charged situations and difficult or controversial issues</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Personal Attributes</b> Manage Self	Advanced	<ul style="list-style-type: none"> <li>Act as a professional role model for colleagues, set high personal goals and take pride in their achievement</li> <li>Actively seek, reflect and act on feedback on own performance</li> <li>Translate negative feedback into an opportunity to improve</li> <li>Take the initiative and act in a decisive way</li> <li>Demonstrate a strong interest in new knowledge and emerging practices relevant to the organisation</li> </ul>
<b>Relationships</b> Communicate Effectively	Advanced	<ul style="list-style-type: none"> <li>Present with credibility, engage diverse audiences and test levels of understanding</li> <li>Translate technical and complex information clearly and concisely for diverse audiences</li> <li>Create opportunities for others to contribute to discussion and debate</li> <li>Contribute to and promote information sharing across the organisation</li> <li>Manage complex communications that involve understanding and responding to multiple and divergent viewpoints</li> <li>Explore creative ways to engage diverse audiences and communicate information</li> <li>Adjust style and approach to optimise outcomes</li> <li>Write fluently and persuasively in plain English and in a range of styles and formats</li> </ul>
<b>Relationships</b> Influence and Negotiate	Advanced	<ul style="list-style-type: none"> <li>Influence others with a fair and considered approach and present persuasive counter-arguments</li> <li>Work towards mutually beneficial win/win outcomes</li> <li>Show sensitivity and understanding in resolving acute and complex conflicts</li> <li>Identify key stakeholders and gain their support in advance</li> <li>Establish a clear negotiation position based on research, a firm grasp of key issues, likely arguments, points of difference and areas for compromise</li> <li>Pre-empt and minimise conflict within the organisation and with external stakeholders</li> </ul>
<b>Results</b> Plan and Prioritise	Advanced	<ul style="list-style-type: none"> <li>Understand the links between the business unit, organisation and the whole-of-government agenda</li> <li>Ensure business plan goals are clear and appropriate including contingency provisions</li> <li>Monitor progress of initiatives and make necessary adjustments</li> <li>Anticipate and assess the impact of changes, such as government policy/economic conditions, to business plans and initiatives, and respond appropriately</li> <li>Consider the implications of a wide range of complex issues, and shift business priorities when necessary</li> <li>Undertake planning to transition the organisation through change initiatives and evaluate progress and outcome to inform future planning</li> </ul>

## NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
<b>Results</b> Think and Solve Problems	Advanced	<ul style="list-style-type: none"> <li>• Undertake objective, critical analysis to draw accurate conclusions that recognise and manage contextual issues</li> <li>• Work through issues, weigh up alternatives and identify the most effective solutions</li> <li>• Take account of the wider business context when considering options to resolve issues</li> <li>• Explore a range of possibilities and creative alternatives to contribute to systems, process and business improvements</li> <li>• Implement systems and processes that underpin high quality research and analysis</li> </ul>
<b>Business Enablers</b> Project Management	Adept	<ul style="list-style-type: none"> <li>• Understand all components of the project management process, including the need to consider change management to realise business benefits</li> <li>• Prepare clear project proposals and accurate estimates of required costs and resources</li> <li>• Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements</li> <li>• Identify and evaluate risks associated with the project and develop mitigation strategies</li> <li>• Identify and consult stakeholders to inform the project strategy</li> <li>• Communicate the project's objectives and its expected benefits</li> <li>• Monitor the completion of project milestones against goals and take necessary action</li> <li>• Evaluate progress and identify improvements to inform future projects</li> </ul>
<b>People Management</b> Manage and Develop People	Intermediate	<ul style="list-style-type: none"> <li>• Collaborate to set clear performance standards and deadlines in line with established performance development frameworks</li> <li>• Look for ways to develop team capability and recognise and develop individual potential</li> <li>• Be constructive and build on strengths by giving timely and actionable feedback</li> <li>• Identify and act on opportunities to provide coaching and mentoring</li> <li>• Recognise performance issues that need to be addressed and work towards resolving issues</li> <li>• Effectively support and manage team members who are working flexibly and in various locations</li> <li>• Create a safe environment where team members' diverse backgrounds and cultures are considered and respected</li> <li>• Consider feedback on own management style and reflect on potential areas to improve</li> </ul>