

Role Description

Media and Public Relations Manager



Cluster	Stronger Communities
Agency	NSW State Emergency Service
Division/Branch/Unit	Corporate Services
Location	State Headquarters
Classification/Grade/Band	Clerk Grade 9/10
ANZSCO Code	225311
Role Number	52018427
PCAT Code	1321492
Date of Approval	February 2022
Agency Website	www.ses.nsw.gov.au

Agency overview

Our Mission: NSW SES saving lives and creating safer communities.

Our Vision: A trusted volunteer-based emergency service, working together to deliver excellence in community preparedness and emergency response.

The NSW State Emergency Service (NSW SES) is an emergency and rescue service made up almost entirely of volunteers and supported by a small staff contingent. NSW SES is a key influencer of other emergency service agencies and works closely with these partners to modernise and grow volunteering to save lives and protect communities.

While major responsibilities are for flood, storm operations and tsunamis, the NSW SES also provides the majority of general rescue effort in the rural parts of the state. This includes road accident rescue, vertical rescue, bush search and rescue, evidence searches (both metropolitan and rural), other forms of specialist rescue that may be required due to local threats, Urban Search and Rescue and Community First Response.

Primary purpose of the role

The Media and Public Relations Manager is responsible for leading a team to protect, maintain and improve the brand and reputation of NSW SES through its external media communications and public relations activities.

Key accountabilities

- Lead a team in the development and coordination of media campaigns, events, press conferences and announcements while overseeing and providing guidance on their communications plans, media releases, briefing materials, statements, media strategies, and other communications material relating to NSW SES projects, events, initiatives, and issues
- Develop and maintain strong working relationships with internal and external stakeholders, including media, and liaise on operational and non-operational issues, corporate communications, public awareness campaigns and educational opportunities, whilst providing internal communications support where appropriate
- Identify opportunities that promote the service, its volunteers, senior leadership team and Minister and manage the agency's reputation through understanding, monitoring, and identifying emerging state-wide media issues, reviewing and managing reputational risks and leading media engagement strategies to address these issues, reporting up as required
- Develop and implement media and communication strategies and campaigns to align with the strategic goals and objectives of NSW SES

Support the Office of the Commissioner through coordinating ministerial information, organising media interviews, managing contentious issues, and developing media briefs and speaking notes to ensure the reputation of NSW SES is maintained through alignment with organisational goals, values, vision, and mission

- Lead the agency's external media capabilities through developing, implementing and maintaining media related policies, procedures and training guidance ensuring the agency's media and public relations function is managed effectively
- Ensure the preparedness of Public Information resources for emergency response; delivering public information and warnings during emergency incidents, including the provision of media information, social media and website updates, media releases and other products, so that people receive timely, relevant, and tailored information
- Lead, manage and plan to ensure effective and compliant utilisation of assets and resources (includes encouraging and supporting mobility, responsibility for budget/financial performance, and compliance with governance, work health & safety and other requirements)

Key challenges

- Maintaining attention to detail, processes and procedures, whilst working in a dynamic, high pressure environment involving multiple stakeholders and a diverse range of activities
- Dealing effectively with the media during a diverse range of operational events while also providing accurate, prompt advice to members at all levels within the organisation
- Understanding the issues and differences inherent in communicating within a geographically disparate volunteer organisation

Key relationships

Who	Why
Internal	

Senior Manager Media and Communications	<ul style="list-style-type: none"> • Report on and provide advice on the delivery of work outcomes • Receive guidance and support on work priorities and escalate matters are required
Work team	<ul style="list-style-type: none"> • Provide guidance and support to the media and public relations team • Maintain effective working relationships to ensure collaboration and communication to facilitate a consolidated approach.
Office of the Commissioner	<ul style="list-style-type: none"> • Build and maintain an effective relationship to ensure high level support in developing media briefs and speaking points and managing contentious issues
All SES members	<ul style="list-style-type: none"> • Work in collaboration with members to ensure understanding and direction of projects and business goals and objectives that align with NSW SES values
External	
External stakeholders	<ul style="list-style-type: none"> • Develop and maintain effective working relationships to ensure successful delivery of branch business goals and objectives • Develop and maintain effective working relationships and collaboration with media agencies to support the promotion of the NSW SES
Minister's Office and other Emergency Service agencies	<ul style="list-style-type: none"> • Develop and maintain effective working relationships with the Minister's Office to ensure information such as media statements are prepared and submitted in a timely manner • Collaborate on stories and communications relating to emergency service events, operational activity and other media/communication opportunities • Share knowledge and information with other emergency service agencies to provide consistent messaging for the Minister's Office

Role dimensions

Decision making

The Media & Public Relations Manager will determine day-to-day priorities and make recommendations to senior staff regarding updates to work tasks and projects. This role will approve final sign off for all external communications including media releases, statements and communications plans. The role will refer decisions to the supervisor such as any decision that will substantially alter the outcomes or timeframe of a project, controversial or contentious media issues, major policy issues or conflicts arising in the course of project and other duties and matters requiring a higher delegated authority such as approval for expenditure and/or travel.

Reporting line

Senior Manager Media and Communications

Direct reports

This role has 3 direct reports:

Public Affairs Officer

Media and Communications Officer

Budget/Expenditure

Nil

Essential requirements

- Relevant tertiary qualifications or equivalent experience in media, public relations, journalism or marketing.
- Demonstrated extensive experience working in media, public relations, or corporate communications.
- Thorough knowledge of AIIMS principles and processes, and/or willingness to obtain competence within 12 months





You may be required to participate in activities to support the agency during operational or emergency response at NSW SES locations in the state, where the requirements are within the scope of your skills, knowledge, and capabilities. You may also be required to participate in an on-call roster.


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


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
 Personal Attributes	Display Resilience and Courage	Adept
	Act with Integrity	Intermediate
	Manage Self	Adept
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Intermediate
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Intermediate

	Manage and Develop People	Intermediate
	Inspire Direction and Purpose	Intermediate
	Optimise Business Outcomes	Intermediate
	Manage Reform and Change	Intermediate

Occupation / profession specific capabilities

Capability Group	Capability Name	Level
	Understands flood, storm and tsunami behaviour	Intermediate
	Public Information	Intermediate
	Stakeholder/relationship management	Adept

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 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
Personal Attributes Display Resilience and Courage	Adept	<ul style="list-style-type: none"> Be flexible, show initiative and respond quickly when situations change Give frank and honest feedback and advice Listen when ideas are challenged, seek to understand the nature of the comment and respond appropriately Raise and work through challenging issues and seek alternatives Remain composed and calm under pressure and in challenging situations
Relationships Communicate Effectively	Advanced	<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

Relationships	Advanced	
Work Collaboratively		<ul style="list-style-type: none"> • 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

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Relationships Influence and Negotiate	Adept	<ul style="list-style-type: none"> • 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
Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> • 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

Business Enablers Technology	Intermediate	<ul style="list-style-type: none"> • 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
People Management Manage and Develop People	Intermediate	<ul style="list-style-type: none"> • Collaborate to set clear performance standards and deadlines in line with established performance development frameworks • Look for ways to develop team capability and recognise and develop individual potential • Be constructive and build on strengths by giving timely and actionable feedback

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Identify and act on opportunities to provide coaching and mentoring • Recognise performance issues that need to be addressed and work towards resolving issues • Effectively support and manage team members who are working flexibly and in various locations • Create a safe environment where team members' diverse backgrounds and cultures are considered and respected • Consider feedback on own management style and reflect on potential areas to improve

Occupation/profession specific capabilities

Group and Capability	Level	Behavioural Indicators
Stakeholder/Relationship Management	Adept	<ul style="list-style-type: none"> • Engages with communities and media to raise awareness and understanding of incidents and risks • Utilises communication channels appropriate to the audience and incident • Participates in media conferences • Engages with media to reinforce messages to correct misinformation