

Role Description

Internal Communications Manager



Cluster	Transport & Infrastructure
Agency	NSW TrainLink
Division/Branch/Unit	Regional and Outer Metropolitan/Communications
Location	Sydney &/or Regional NSW
Role Grade/Band	RC7
Senior Executive Work Level Standards	Professional / Technical / Specialist
Role Number	50034108
Kind of Employment	Permanent Full Time
ANZSCO Code	541211
PCAT Code	2111492
Job Code	81000081
Health Assessment Category - Safety	Category 4
Vision	Normal
Hearing	N/A - Cat 4 Only
Date of Approval	December 2019
Agency Website	www.transport.nsw.gov.au/nswtrains

Agency overview

NSW TrainLink is a multi-modal regional passenger transport service provider, providing rail and coach services across NSW and connecting NSW to Victoria, Queensland and the Australian Capital Territory. As an agency of the Transport Cluster, NSW TrainLink provides rail and coach services to deliver integrated and flexible transport solutions and improved transport outcomes for the community and to stimulate the economy of regional NSW. Our aim is to help make regional NSW a great place to live, work and visit.

Primary purpose of the role

Lead the Internal Communications function for NSW TrainLink. Develop and implement internal communications strategies to support change and engagement programs. Develop and maintain employee communication channels to ensure effective reach and engagement.

Key accountabilities

- Lead the strategic direction and coordination of internal communication strategies to support business goals, including effective delivery of internal communication initiatives and the production of supporting communications, written materials, electronic communications and events

- Develop, manage and maintain internal communications channels, including content production to effectively deliver messages and ensure positive employee engagement
- Provide counselling for senior management to enable and improve communication impact, performance and effectiveness across teams and the organisation
- Monitor and review internal communications messages to ensure consistency across all mediums and for different areas of the organisation, and also with external communication messages
- Provide advice for the development of engaging, strategically aligned content for internal channels – including presentations, speeches, social and digital media, stories, briefs, newsletters and award submissions.
- Manage the internal communication response to significant incidents which affect organisational perception and reputation
- Establish and update the NSW TrainLink internal communications and content calendars creating long-term visibility of events, communications and key messages to support effective planning and maximise communications effectiveness
- Develop and implement appropriate metrics that evaluate the success and impact of internal communications and engagement strategies, channels and initiatives to promote continuous improvement
- Execute safety responsibilities, authorities and accountabilities consistent with NSW TrainLink's safety management system requirements as defined in SMS document number SMS-02-SP-5062 and safety plans

Key challenges

- Identifying and implementing appropriate communication strategies to communicate to a geographically dispersed frontline audience and keep abreast of current and emerging communication channels and technologies.
- Supporting transformational change given the range of internal and external stakeholders, the potential resistance to change and the need for both structural and cultural change

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none"> • Provide expert advice and contribute to decision making • Identify emerging issues/risks and their implications and propose solutions • Receive advice and report on progress towards business objectives and discuss future directions
Direct Reports	<ul style="list-style-type: none"> • Lead, inspire and motivate, provide direction and manage performance • Provide sound and reliable advice; manage expectations, resolve and provide solutions to issues; negotiate outcomes and timeframes
Team members	<ul style="list-style-type: none"> • Provide guidance on channel selection, tone of voice and messaging to project communication specialists and other communicators

Who	Why
	<ul style="list-style-type: none"> Work collaboratively to exchange information, and assist team members to achieve team objectives and outcomes
External	
Transport for NSW	<ul style="list-style-type: none"> Liaise with, and coordinate information between stakeholders; consult and collaborate with, to define mutual interests and determine strategies to achieve their realisation

Role dimensions

Decision making

As per the Delegation level of the role.

Reporting line

The Internal Communications Manager reports directly to the Head of Communications.

Direct reports

This position has up to three direct reports

Budget/Expenditure

As per financial delegation

Essential requirements

- Tertiary qualifications in communications, marketing or similar, and or equivalent experience
- Ability to research current and emerging communication channels and technologies, to ensure stakeholder requirements are met and or exceeded
- Demonstrated communication and interpersonal skills to engage with, influence and build and maintain relationships with 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

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	Advanced
	Act with Integrity	Adept
	Manage Self	Adept
	Value Diversity	Adept
 Relationships	Communicate Effectively	Advanced
	Commit to Customer Service	Adept
	Work Collaboratively	Advanced
	Influence and Negotiate	Adept
 Results	Deliver Results	Adept
	Plan and Prioritise	Adept
	Think and Solve Problems	Adept
	Demonstrate Accountability	Adept
 Business Enablers	Finance	Intermediate
	Technology	Intermediate
	Procurement and Contract Management	Intermediate
	Project Management	Adept
 People Management	Manage and Develop People	Adept
	Inspire Direction and Purpose	Adept
	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
Personal Attributes Display Resilience and Courage	Advanced	<ul style="list-style-type: none"> Stay calm and act constructively in highly pressured and unpredictable environments Give frank, honest advice in the face of 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

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> Develop effective strategies and show decisiveness in dealing with emotionally charged situations, difficult and controversial issues Present with credibility, engage varied audiences and test levels of understanding Translate technical and complex information concisely for diverse audiences Create opportunities for others to contribute to discussion and debate Actively listen and encourage others to contribute inputs Adjust style and approach to optimise outcomes Write fluently and persuasively in a range of styles and formats
Relationships Work Collaboratively	Advanced	<ul style="list-style-type: none"> Build a culture of respect and understanding across the organisation Recognise outcomes which resulted from effective collaboration between teams Build co-operation and overcome barriers to information sharing and communication and collaboration across the organisation and cross government Facilitate opportunities to engage and collaborate with external stakeholders to develop joint solutions
Results Deliver Results	Adept	<ul style="list-style-type: none"> Take responsibility for delivering on intended outcomes Make sure team/unit staff understand expected goals and acknowledge success Identify resource needs and ensure goals are achieved within budget and deadlines Identify changed priorities and ensure allocation of resources meets new business needs Ensure financial implications of changed priorities are explicit and budgeted for Use own expertise and seek others' expertise to achieve work outcomes
Results Plan and Prioritise	Adept	<ul style="list-style-type: none"> Take into account future aims and goals of the team/unit and organisation when prioritising own and others' work Initiate, prioritise, consult on and develop team/unit goals, strategies and plans Anticipate and assess the impact of changes, such as government policy/economic conditions, on team/unit objectives and initiate appropriate responses Ensure current work plans and activities support and are consistent with organisational change initiatives Evaluate achievements and adjust future plans accordingly
Results Think and Solve Problems	Adept	<ul style="list-style-type: none"> Research and analyse information, identify interrelationships and make recommendations based on relevant evidence

NSW Public Sector Capability Framework

Group and Capability	Level	Behavioural Indicators
		<ul style="list-style-type: none"> • Anticipate, identify and address issues and potential problems and select the most effective solutions from a range of options • Participate in and contribute to team/unit initiatives to resolve common issues or barriers to effectiveness • Identify and share business process improvements to enhance effectiveness
Business Enablers Project Management	Adept	<ul style="list-style-type: none"> • Prepare clear project proposals and define scope and goals in measurable terms • Establish performance outcomes and measures for key project goals, and define monitoring, reporting and communication requirements • Prepare accurate estimates of costs and resources required for more complex projects • Communicate the project strategy and its expected benefits to others • Monitor the completion of project milestones against goals and initiate amendments where necessary • Evaluate progress and identify improvements to inform future projects
People Management Manage and Develop People	Adept	<ul style="list-style-type: none"> • Define and clearly communicate roles and responsibilities to achieve team/unit outcome • Negotiate clear performance standards and monitor progress • Develop team/unit plans that take into account team capability, strengths and opportunities for development • Provide regular constructive feedback to build on strengths and achieve results • Address and resolve team and individual performance issues, including unsatisfactory performance in a timely and effective way • Monitor and report on performance of team in line with established performance development frameworks