

Role Description

Communications Manager



POWERHOUSE

Cluster	Department of Enterprise, Trade & Investment
Department/Agency	Museum of Applied Arts and Sciences
Division/Branch/Unit	Communications
Role number	50000629
Classification/Grade/Band	9/10
Senior executive work level standards	Not Applicable
ANZSCO Code	NA
PCAT Code	NA
Date of Approval	15 April 2023
Agency Website	https://www.maas.museum/

Agency Overview

The Powerhouse sits at the intersection of the arts, design, science, and technology and plays a critical role in engaging communities with contemporary ideas and issues. Established in 1881, the museum includes the Powerhouse Ultimo, Sydney Observatory, and the Museums Discovery Centre in Castle Hill and will expand to include the museum's new flagship - Powerhouse Parramatta. The Powerhouse is a custodian of over half a million objects of national and international significance and is considered one of the finest and most diverse collections in Australia.

The Powerhouse undertaking a landmark renewal program which includes the creation of Powerhouse Parramatta, the largest cultural infrastructure project since the Sydney Opera House; the expansion of Powerhouse, Castle Hill which includes expanded storage and new research and public facilities and the renewal of the iconic Powerhouse Museum in Ultimo. Key to the renewal is the assessment and digitisation of over 380,000 objects from the museum's collection providing new levels of access.

Primary purpose of the role

The Communications Manager is responsible for leading communication and media engagement strategies to meet the Powerhouse's objectives during a transformational renewal period.

Key accountabilities

- Lead communication strategy formulation and implementation on key issues and messaging for the Powerhouse. Proactively identifying and anticipating potential issues, managing spokesperson preparedness and high-quality briefing materials, and formulating and providing timely and cohesive recommendations and responses.
- Develop communications deliverables, including speeches, speaking points, and press releases, with a particular focus on providing support to the Head of Marketing & Communications to ensure consistent and appropriate messaging in line with the Powerhouse strategic vision.
- Build effective relationships with wide-ranging external stakeholders including government agencies, media publications, and industry.
- Providing advice and senior strategic counsel on all aspects of media relations and communication.
- Develop media engagement goals; lead the Communications team in implementing media plans.

- Manage the development, execution, and evaluation of communication and media campaigns for major announcements.
- Manage a small team of Communication specialists through clear direction and effective delegation. Provide coaching and support to build capacity, and capability and facilitate professional development.
- Collaborating with broader Marketing & Communications and Programming teams to ensure alignment via thorough consultation, planning and delivery, activity, and opportunities.

Key challenges

- Developing, influencing, and maintaining strong and productive relationships internally and externally, to achieve priorities at a time of organisation renewal.
- Delivering high-quality and consistent communications and messaging across a substantial volume of activity.
- Managing relationships with a large number of internal and external stakeholders, understanding and aligning diverse interests and competing needs.

Key relationships

Internal

Who	Why
Head of Marketing Communication	<ul style="list-style-type: none"> • Receive broad guidance, exchange information, provide accurate analysis and provide expert advice on all aspects of corporate communications, media and related activities. • Provide progress reports on all work outcomes. • Keep informed of/escalate emerging and contentious issues or conflicts.

External

Who	Why
Relevant External Stakeholders	<ul style="list-style-type: none"> • Develop and maintain effective professional relationships to support the effective coordination and delivery of various projects and programs
Media Outlets Journalists	<ul style="list-style-type: none"> • Develop and maintain effective professional relationships to support the effective coordination and delivery of various projects and programs.

Role dimensions

Decision making

- Applies specialised knowledge, skills, and professional judgment to achieve outcomes. In matters that are sensitive, high-risk, or business-critical, the role consults with the Director to agree on a suitable course of action.
- The role also makes operational decisions regarding the planning and organisation of their work and/or the work of the team to achieve business objectives and performance criteria, within approved work and project plans.

Reporting line

Head of Marketing Communications

Direct reports

Communications Advisor, Clerk 7-8

Communications Associate, Clerk 5-6

Budget/Expenditure

As per Powerhouse delegations

Key knowledge and experience

- Relevant tertiary qualifications in Communications and/or Marketing and relevant years of experience.
- Excellent writing and editing skills with the ability to translate nuanced themes into impactful, engaging messages.
- Experienced communications professional with a proven record of accomplishment in media, communications, or public relations.
- An influential senior practitioner with exceptional leadership and project management skills.
- A strong record of high-impact campaigns and strategies delivered through an extensive network of media contacts.
- Creative problem solver with demonstrated experience in issues management and leading corporate communications programs.

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

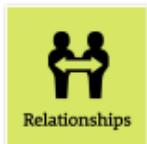
Focus capabilities

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"> 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 	Adept
	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 Demonstrate and maintain a high level of personal motivation 	Adept
 Relationships	Communicate Effectively Communicate clearly, actively listen to others, and respond with understanding and respect	<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 	Advanced

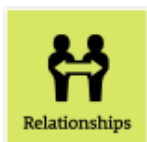


Work Collaboratively

Collaborate with others and value their contribution

- Encourage a culture that recognises the value of collaboration
- Build cooperation and overcome barriers to information sharing and communication across teams and units
- Share lessons learned across teams and units
- Identify opportunities to leverage the strengths of others to solve issues and develop better processes and approaches to work
- Actively use collaboration tools, including digital technologies, to engage diverse audiences in solving problems and improving services

Adept

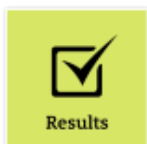


Influence and Negotiate

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



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

- 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

Adept

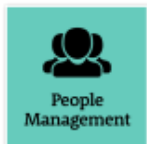


Project Management

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

Adept

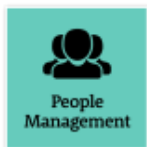


Manage and Develop People

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

- 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
- 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

Intermediate



Manage Reform and Change

Support, promote and champion change, and assist others to engage with change











- Promote change processes and communicate change initiatives across the team or unit
- Accommodate changing priorities and respond flexibly to uncertainty and ambiguity
- Support others in managing uncertainty and change

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.

Capability group/sets	Capability name	Description	Level
 Personal Attributes	Act with Integrity	Be ethical and professional, and uphold and promote the public sector values	Adept
 Personal Attributes	Value Diversity and Inclusion	Demonstrate inclusive behaviour and show respect for diverse backgrounds, experiences and perspectives	Intermediate
 Relationships	Commit to Customer Service	Provide customer-focused services in line with public sector and organisational objectives	Foundational
 Results	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Intermediate
 Results	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
 Business Enablers	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
 Business Enablers	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate
 People Management	Inspire Direction and Purpose	Communicate goals, priorities and vision, and recognise achievements	Adept
 People Management	Optimise Business Outcomes	Manage people and resources effectively to achieve public value	Foundational