

Role Description

Internal Communications Officer



Cluster	Stronger Communities
Agency	NSW State Emergency Service
Division/Branch/Unit	Corporate Services / Media and Communications
Location	State Headquarters
Classification/Grade/Band	Clerk Grade 5/6
ANZSCO Code	225311
Role Number	
PCAT Code	1111492
Date of Approval	August 2023
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 Internal Communications Officer is responsible for the design and implementation of multifaceted communication activities that are effective and fit for purpose. The role ensures that appropriate, consistent, timely and seamless messaging reaches the relevant internal stakeholders.

Key Accountabilities

- Design, implement and coordinate multifaceted internal communication activities, to support operational and corporate priorities aligned with the organisation's values to communicate important and appropriate key messages relating to activities and initiatives
- Coordinate and support the delivery of creative and innovative communication campaigns, including logistics, budgets, resources, to ensure the smooth delivery of campaigns
- Provide input to the development of effective and high quality internal communication plans to build consistent organisational messaging and communications that support the fostering of information sharing for internal and corporate programs
- Create, monitor and update a broad range of content and collateral and prepare information to keep key internal and external stakeholders up to date with developments and provide comprehensive information for communication to stakeholders
- Provide advice, analysis, reporting and practical support for other NSW SES business units with their internal communication objectives, including coordinating access to internal newsletters, intranets and internal communication platforms
- Monitor and analyse internal communications products to determine effectiveness, maximum reach and to identify opportunities to improve engagement with NSW SES members to support the effective delivery of communications to a diverse and dispersed workforce
- Develop and maintain effective working relationships with other emergency services, government agencies, industry associations and corporate entities to maintain currency of issues, share ideas and learnings, and collaborate on areas of mutual benefit.

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
- Maintaining awareness of current issues that require communication to internal stakeholders and the current / evolving methods of communication
- Understanding the issues and differences inherent in communicating within a geographically disparate volunteer organisation

Key relationships

Who	Why
Internal	
Coordinator, Internal Communications	<ul style="list-style-type: none">• Receive guidance and support, provide advice, exchange information and• Escalate matter and contentious issues where necessary
Media and Communications Branch	<ul style="list-style-type: none">• Maintain effective working relationships to ensure collaboration and communication to facilitate a consolidated approach.

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
-----------------	---

Who	Why
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

Role dimensions

Decision making

Operates in structured operating environment that is subject to established policies, procedures and practices and, in some circumstances, underpinned by statutory requirements. The position has some capacity to adapt or modify work methods to achieve required outcomes. Expected to make day-to-day decisions relating to work priorities and workload management, for themselves and any staff supervised.

Reporting line

The role reports directly to the Coordinator, Internal Communications

Direct reports

Nil

Budget/Expenditure

Nil

Essential requirements

- Relevant tertiary qualifications or equivalent experience in communications or engagement
- Thorough knowledge of AIIMS principles and processes, and/or willingness to obtain competency within 12 months

You may be required to participate in activities to support the agency during operational or emergency responses 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	Intermediate
	Act with Integrity	Intermediate
	Manage Self	Intermediate
	Value Diversity	Intermediate
 Relationships	Communicate Effectively	Adept
	Commit to Customer Service	Intermediate
	Work Collaboratively	Intermediate
	Influence and Negotiate	Foundational
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Intermediate
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Foundational
	Technology	Adept
	Procurement and Contract Management	Foundational
	Project Management	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 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 Act with Integrity	Intermediate	<ul style="list-style-type: none"> • Represent the organisation in an honest, ethical and professional way • Support a culture of integrity and professionalism • Understand and help others to recognise their obligations to comply with legislation, policies, guidelines and codes of conduct • Recognise and report misconduct and illegal and inappropriate behaviour • Report and manage apparent conflicts of interest and encourage others to do so
Relationships Communicate Effectively	Adept	<ul style="list-style-type: none"> • 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

		<ul style="list-style-type: none"> • 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
Relationships Work Collaboratively	Intermediate	<ul style="list-style-type: none"> • Build a supportive and cooperative team environment • Share information and learning across teams • Acknowledge outcomes that were achieved by effective collaboration • Engage other teams and units to share information and jointly solve issues and problems • Support others in challenging situations • Use collaboration tools, including digital technologies, to work with others
Results Plan and Prioritise	Intermediate	<ul style="list-style-type: none"> • Understand the team and unit objectives and align operational activities accordingly • Initiate and develop team goals and plans, and use feedback to inform future planning • Respond proactively to changing circumstances and adjust plans and schedules when necessary • Consider the implications of immediate and longer-term organisational issues and how these might affect the achievement of team and unit goals • Accommodate and respond with initiative to changing priorities and operating environments
Results Think and Solve Problems	Intermediate	<ul style="list-style-type: none"> • Identify the facts and type of data needed to understand a problem or explore an opportunity • Research and analyse information to make recommendations based on relevant evidence • Identify issues that may hinder the completion of tasks and find appropriate solutions • Be willing to seek input from others and share own ideas to achieve best outcomes • Generate ideas and identify ways to improve systems and processes to meet user needs
Business Enablers Technology	Adept	<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 • Identify opportunities to use a broad range of communications technologies to deliver effective messages • Understand, act on and monitor compliance with information and communications security and use policies • Identify ways to leverage the value of technology to achieve team/unit outcomes, using the existing technology of the business • Support compliance with the records, information and knowledge management requirements of the organisation