

Role Description

Senior Communications and Engagement Advisor



Regional Growth NSW
Development Corporation

Cluster	Regional NSW
Agency	Department of Regional NSW
Division/Branch/Unit	Regional Growth NSW Development Corporation
Location	Willing to consider candidates across all NSW locations. Preference will be given to candidates based regionally, with a focus on Queanbeyan, Armidale, Moree, Dubbo, Parkes and Wagga Wagga.
Classification/Grade/Band	Clerk Grade 9/10
Role Family (internal use only)	Bespoke/Communications & Engagement/ Deliver
ANZSCO Code	511112
PCAT Code	3119192
Date of Approval	November 2023
Agency Website	www.rgdc.nsw.gov.au

Agency overview

The Department of Regional NSW is the central agency responsible for building resilient regional economies and communities, strengthening primary industries, managing the use of regional land, overseeing the state's mineral and mining resources and ensuring government investment in regional NSW is fair and delivers positive outcomes for local communities and businesses.

The Regional Growth NSW Development Corporation (the Corporation) is established under the Growth Centres (Development Corporations) Act 1974 to lead the vision, strategic master-planning and delivery of the Government's Special Activation Precincts program to drive prosperity and growth across regional NSW.

Primary purpose of the role

The Senior Communications and Engagement Advisor drives stakeholder and community engagement and plays a pivotal role in developing and implementing communications and public relations strategies to support the effective delivery of one of the NSW Government's priority programs – the Special Activation Precincts. This includes supporting the SAP project team to effectively and consistently engage with the community throughout the project lifecycle, liaising with identified key stakeholders and maintaining positive stakeholder relationships, drafting correspondence and other communications content, managing community and attending community events and collaborating with communications specialists, media and other stakeholder organisations.

Key accountabilities

- Provide advice on and contribute to support the implementation of stakeholder and community engagement activities to ensure key stakeholders and the community are engaged and informed, providing opportunities for input into the Corporation's work.
- Working with SAP teams, produce various communication materials including events briefs, website and social media updates, media releases, speeches, newsletters, and direct stakeholder correspondence,

to inform stakeholders and promote the Corporation and the Special Activation Precinct program.

- Monitor and report on key stakeholder needs, interests and issues raised in correspondence and other communications received by the Corporation within a client relationship management system (Salesforce), offering analysis and recommendations to manage identified risks, maintain positive relationships, and ensure communication materials are relevant, appropriate, and informative.
- Develop and maintain excellent working relationships, as well as with other government and non-government stakeholders, to provide high-quality and timely advice on communication materials, events, strategies, risks, and issues, facilitating informed decisions.
- Support effective issue management and stakeholder strategies, including developing strategic and tactical tools to effectively manage emergent issues and address divergent priorities of key industry and community stakeholders.
- Developing and executing detailed communication strategies, identifying key stakeholders, project milestones, opportunities for promotional activities, and leading the planning and delivery of events and public relations opportunities outlined.
- Maintain awareness, knowledge, and context of issues in an environment subject to rapid change and development, bringing key items or risks to the manager's attention and ensuring stakeholders are appropriately informed.

Key challenges

- Translating complex information into clear and simple concepts that meet community and stakeholder information needs.
- Identifying emergent and contentious issues within time and being aware of community and industry trends and perceptions.
- Developing and executing communication strategies in a fast-moving environment with tight deadlines, dealing with conflicting priorities and competing stakeholder expectations.

Key relationships

Who	Why
Internal	
Manager	<ul style="list-style-type: none">• Receive direction and provide required specialist support• Provide accurate and expert advice, recommendations and solutions to manage work program issues• Provide progress reports on work outcomes• Inform of emerging and sensitive issues or conflicts• Identify opportunities and potential risks, target audiences and content• Report on performance of communication and engagement activities
SAP Director	<ul style="list-style-type: none">• Maintain collaborative working relationships• Liaise to understand Department priorities, programs and activities• Provide advice and content to facilitate and support consistent community engagement across SAPs
Team members	<ul style="list-style-type: none">• Collaborate to share knowledge and information on programs and projects• Participate in team meetings and contribute ideas to improve program, service delivery and work outcomes

- Provide subject matter expertise, regular reporting and analysis on strategies
- Work together on content planning and calendars, content development and approvals
- Work with the creative services team to develop creative content that engages audiences, reflects branding guidelines and meets accessibility best practice

External

Key external stakeholders including the Deputy Premier's Office, NSW Government agencies and regional local councils

- Develop and maintain effective working relationships and open channels of communication to support the coordination and planning of communications activity

Role dimensions

Decision making

The Senior Communications and Engagement Advisor:

- supports the Manager to deliver tasks on time, within budget and to a high standard
- must consult with the Manager on significant issues or conflicts arising during work performed
- operates within legislative and regulatory provisions, public sector frameworks, Department strategic business plans, policies, delegations, budget and resource parameters
- supports SAP Directors and the SAP team with advice and content for the consistent delivery of stakeholder engagement across the SAP program.
- Works with limited supervision and guidance to achieve overall agreed work program commitments

Reporting Line

This role reports to the Strategic Communications and Content Manager

Direct Reports

Nil

Budget / Expenditure

Nil

Key knowledge and experience

- Demonstrated experience in stakeholder engagement strategies including knowledge of IAP2 frameworks
- Experience using client relationship management systems or Salesforce is highly desirable
- Strong communication skills and the ability to create and maintain positive stakeholder relationships

Essential requirements

- Appropriate tertiary qualifications or demonstrated equivalent relevant professional experience.
- Willingness to travel to regional locations, work outside of core business hours when required and to participate in the team's weekend on-call media roster.

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	Act with Integrity Be ethical and professional, and uphold and promote the public sector values	<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 	Intermediate
	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	<ul style="list-style-type: none"> • 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

FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
	Influence and Negotiate Gain consensus and commitment from others, and resolve issues and conflicts	<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 	Adept
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	<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 	Adept
	Demonstrate Accountability Be proactive and responsible for own actions, and adhere to legislation, policy and guidelines	<ul style="list-style-type: none"> Assess work outcomes and identify and share learnings to inform future actions Ensure that own actions and those of others are focused on achieving organisational outcomes Exercise delegations responsibly Understand and apply high standards of financial probity with public monies and other resources Identify and implement safe work practices, taking a systematic risk management approach to ensure own and others' health and safety Conduct and report on quality control audits Identify risks to successfully achieving goals, and take appropriate steps to mitigate those risks 	Adept





FOCUS CAPABILITIES

Capability group/sets	Capability name	Behavioural indicators	Level
 Business Enablers	Project Management Understand and apply effective planning, coordination and control methods	<ul style="list-style-type: none"> • 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

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.

COMPLEMENTARY CAPABILITIES			
Capability group/sets	Capability name	Description	Level
 Personal Attributes	Display Resilience and Courage	Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Manage Self	Show drive and motivation, an ability to self-reflect and a commitment to learning	Adept
	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	Adept
 Results	Deliver Results	Achieve results through the efficient use of resources and a commitment to quality outcomes	Intermediate
	Plan and Prioritise	Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
 Business Enablers	Finance	Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
	Technology	Understand and use available technologies to maximise efficiencies and effectiveness	Intermediate
	Procurement and Contract Management	Understand and apply procurement processes to ensure effective purchasing and contract performance	Intermediate