

Role Description

Senior Communications

Cluster	NSW Health
Agency	Ministry of Health
Division/Branch/Unit	Health Professional Councils Authority (administrative unit of HAC) / Health System Support
Location	Sydney
Classification/Grade/Band	Clerk Grade 9/10
Kind of Employment	Ongoing
Role Number	679477
ANZSCO Code	225311
PCAT Code	2331492
Date of Approval	November 2017
Agency Website	www.health.nsw.gov.au

Agency overview

The Health Professional Councils Authority (HPCA) is an administrative body of the Health Administration Corporation and is an executive agency of the Ministry for Health. The HPCA provides regulatory services and the administrative and functional support to each of the 14 New South Wales Health Professional Councils, in their primary role to protect the public. The HPCA is a rewarding organisation offering cultural diversity and flexible working conditions whilst continually promoting NSW Health CORE values.

For more information go to www.health.nsw.gov.au and <http://www.hpca.nsw.gov.au>

Primary purpose of the role

The Senior Communications develops and oversees communication strategies, stakeholder engagement activities and events aimed at informing professional groups and the community and support the activities and responsibilities of the Health Professional Councils Authority (HPCA) and the health professional Councils.

This role will provided support across individual Councils to support development and delivery of tailored communication and stakeholder engagement plans and strategies to respond to emerging trends and issues across professions and / or specific to a professional group. This role will also manage the website to promote consistency of public information/messaging and support the HPCA Executive in the delivery of internal staff communication initiatives and projects.

Key accountabilities

- Develop, implement and evaluate stakeholder engagement and communications strategies and plans to support the objectives of the Council/s and HPCA
- Plan and coordinate key stakeholder events including information sessions/roadshows, working with key internal and external stakeholders.
- Manage communication channels and development of key materials including websites, social media and printed material ensuring alignment with HPCA, NSW Health and NSW Government policies
- Manage and monitor contracts and relationships with a range of service providers including event, media and communication agencies, to ensure a well-coordinated and timely implementation communication

activities

- Research and write high quality media releases, statements, speeches for external and internal distribution, and provide timely advice on and responses to positive and negative issues that may be of public interest and generate media coverage
- Identify opportunities to apply new channels, processes and practices that enhance the quality and effectiveness of communications and improve accessibility and effectiveness of information for target audiences
- Monitor, evaluate and report on the outcomes of communication and stakeholder engagement projects to ensure continual improvement and to help inform future projects and campaigns
- Liaise and consult with representatives of NSW Health, Local Health Districts/Networks, Ministerial offices, government agencies and other relevant organisations to obtain the information and support necessary to successfully fulfil public information objectives
- Work closely and regularly with the Executive Team and staff within the Council teams to assist the delivery of consistent messaging to support key internal projects and initiatives, to ensure that all staff receive the key corporate messages

Key challenges

- Managing a diverse range of communication projects on sensitive or complex matters, with diverse stakeholders, audiences and priorities
- Developing collaboration and agreement about key messages and strategies for stakeholder engagement across diverse group of Councils / stakeholders
- Constructing messages that will help instigate positive behavioural change in professional practitioner groups and public awareness of the Councils' role in a complex regulatory environment

Key relationships

Who	Why
Internal	
HPCA Executive, Assistant Director Council Services	<ul style="list-style-type: none">• Advise on communication and marketing activities to ensure work aligns with the overarching objectives and communications policies of NSW Health and the NSW Government• Provide and seek advice, exchange information, provide support regarding communication services and initiatives
External	
Council Presidents, and members of HPCA Councils including working parties	<ul style="list-style-type: none">• Provide and seek advice, exchange information, provide support regarding communication services and initiatives
Key staff Ministry of Health	<ul style="list-style-type: none">• Maintain collaborative relationships, provide advice and support services
Public sector organisations - Australian Health Practitioner Regulation Agency, the Ministry of Health, the Health Care Complaints Commission and the Office of the Information and Privacy Commissioner	<ul style="list-style-type: none">• Maintain collaborative relationships, exchange information
Vendors, suppliers	<ul style="list-style-type: none">• Manage contracts and monitor provision of service to ensure compliance with contracts and service arrangements

Role dimensions

Decision making

Decisions which can be made by the role include:

- Setting work priorities within agreed parameters and approved work and project plans, organising and managing own workload and allocation of tasks to staff assisting with projects
- Providing policy expertise and working collaboratively with internal and external stakeholders, consulting on and enlisting commitment to specific strategies
- Deciding the content of reports, submissions, policies, correspondence, and briefs, which are prepared in final form and are expected to require only minimal input from the Assistant Director Council Services
- Managing change, taking ownership for assigned work and issues as they arise, and being proactive in suggesting new policies, strategies and processes to improve performance or address issues

Decisions which are referred to a supervisor include:

- Any decision that will substantially alter the outcomes or timeframe of a project
- Major policy issues or conflicts arising in the course of project and other duties
- Matters requiring a higher delegated authority such as approval for expenditure and/or travel.
- Matters requiring submission to the Secretary

Reporting line

Assistant Director, Council Services

Direct reports

1 Project Officer

Budget/Expenditure

Nil

Essential requirements

- Substantial experience and proven skills in managing communication strategies and/or stakeholder engagement plans for a large, complex organisation
- Proven ability to effectively measure and report on the outcomes of communications and/or stakeholder projects and the ability to use research to inform future projects and campaigns
- Relevant tertiary qualifications or experience





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

The full list of capabilities and the level required for this role are set out below. The focus capabilities appear in bold. 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	Adept
	Influence and Negotiate	Adept
 Results	Deliver Results	Intermediate
	Plan and Prioritise	Intermediate
	Think and Solve Problems	Adept
	Demonstrate Accountability	Intermediate
 Business Enablers	Finance	Intermediate
	Technology	Adept
	Procurement and Contract Management	Intermediate
	Project 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 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	Adept	<ul style="list-style-type: none"> Be flexible, show initiative and respond quickly when situations change Give frank and honest feedback/advice Listen when ideas are challenged, seek to understand the nature of the criticism and respond constructively Raise and work through challenging issues and seek alternatives Keep control of own emotions and stay calm under pressure and in challenging situations
Relationships Communicate Effectively	Advanced	<ul style="list-style-type: none"> 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

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 and explain the need for compromise • Influence others with a fair and considered approach and sound arguments • Show sensitivity and understanding in resolving conflicts and differences • Manage challenging relations with internal and external stakeholders • Pre-empt and minimise conflict
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 • 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